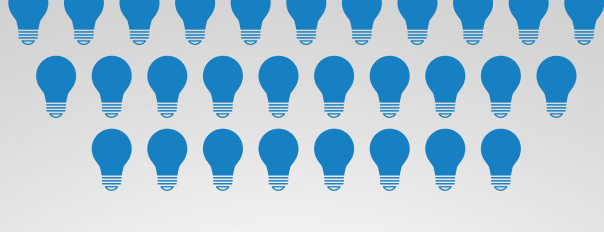


# TURNING CHALLENGES INTO OPPORTUNITY

IN THE ERA OF DIGITAL TRANSFORMATION

Cox Automotive™ has recently completed research with over **2,000 consumers** testing **29 experience concepts**.



FIVE CONCEPTS ROSE TO THE TOP AS **“EXTREMELY APPEALING”** TO CONSUMERS

1

TOUCHPOINT: SERVICE

**89%**

OF CONSUMERS FOUND SERVICE DROP-OFF & PICK-UP + LOANER APPEALING

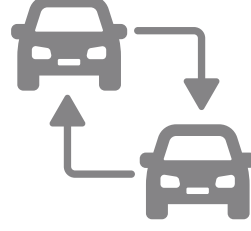


2

TOUCHPOINT: ACQUISITION

**85%**

FOUND PURCHASE VEHICLE SWAP / RETURN APPEALING



3

TOUCHPOINT: TEST DRIVE

**83%**

FOUND TEST DRIVE DELIVERY APPEALING



4

TOUCHPOINT: ACQUISITION

**82%**

FOUND PURCHASE VEHICLE DELIVERY APPEALING



5

TOUCHPOINT: SERVICE

**79%**

FOUND AT-HOME MAINTENANCE APPEALING



## HARNESS THE INSIGHTS

There's a way to customize a more immersive consumer experience to help drive greater profits. Let's harness the research and find yours.



**98%**

OF CONSUMERS FOUND AT LEAST ONE OF THESE CONCEPTS APPEALING



**80%**

OF CONSUMERS WOULD SWITCH TO A BRAND THAT OFFERED ONE OF THESE CONCEPTS

## TAKE THE NEXT STEPS



EXPLORE THE COMPLETE STUDY FINDINGS



DISCUSS CONSUMER EXPERIENCE GOALS



COLLABORATE ON AN ACTION PLAN

Schedule your Consumer Experience Session. Contact your account director today.

COX AUTOMOTIVE

