



2021 SERVICE INDUSTRY STUDY EXECUTIVE SUMMARY

OCTOBER 2021

This deck contains sources from:
2021 Cox Automotive Service Industry Study
2018 Cox Automotive Service Industry Study
2015 Cox Automotive Maintenance and Repair Study

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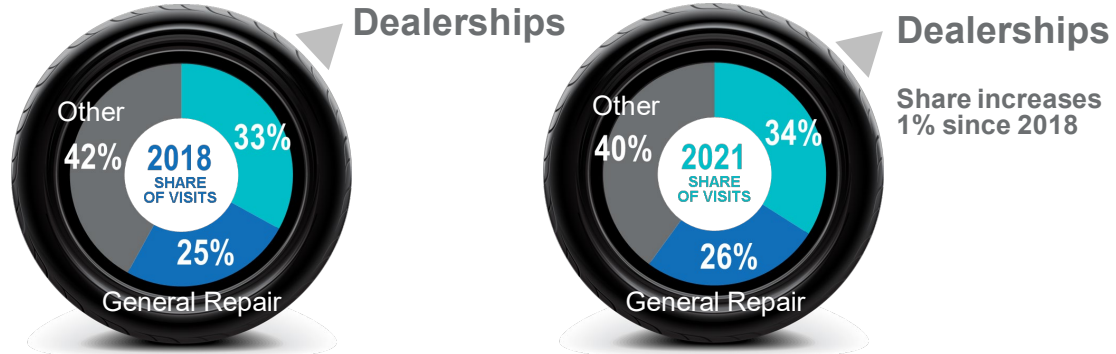
Research & Market Intelligence



2021 Service Industry Study

A glance at Dealer and Consumer perceptions on the state of the Service Industry over the past 12 months.

Dealerships have opportunity to focus on growing their share...



Dealerships are preferred, but location and cost are barriers.

35% PREFER TO TAKE THEIR VEHICLE TO THE DEALERSHIP FOR SERVICING

#1 They know my vehicle (55%) #2 Prior experience (46%)

Top Consumer Barriers However, **location** and **cost** are top barriers for **not** returning to the dealership for service.

Dealerships are working against operational challenges...

#1 **58%** PARTS DELAYS FROM MANUFACTURERS
#2 **45%** STAFFING

57% say their service department is **not fully staffed**.

80% expect **labor shortages** to continue or worsen in the future.

60% say the service tech is the top role they **plan to grow** in 2021.

...but the industry is ripe for changing the consumer experience.

55% of **dealers** say their customers' experience has **improved** in the past 12 months.
71% in 2018

78% of consumers are **highly satisfied** with their service visit at the dealership.
76% in 2018

Nearly **1 IN 4** consumers say their service visits take longer than expected, resulting in **frustration**.
21% in 2018

Top Consumer Pain Point

2021 Service Industry Study

A look forward: Navigating what's next for the Automotive Service Industry.

Service Pick Up and Delivery (SPUD)

59%

Currently offer SPUD

24%

Plan to offer SPUD

***Consumer SPUD users** are highly satisfied and are more likely to choose one dealership over another due to SPUD availability. *COVID Tracker Oct/Nov 2020

Mobile On-Site Service

21%

Currently offer Mobile On-Site

20%

Plan to offer Mobile On-Site

Mobile on-site service is becoming **more prevalent**, with 2-in-5 currently offering or planning to offer in the future.

Electric Vehicles

66%

Currently service EVs

30%

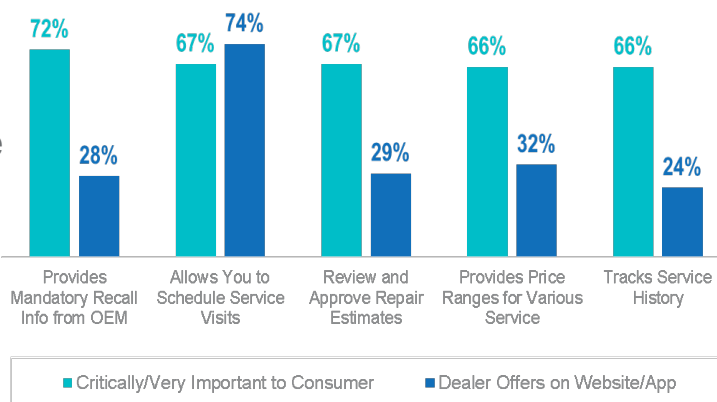
Plan to service EVs within the next year

Dealerships are preparing for the rise of **Electric Vehicles** on the road.

Consumers are demanding digital service experiences.

62%

of dealers believe their current online solutions enables a **better service experience**.



Top Performers excel across profit, efficiency and CX.

THEY ADOPT SERVICES AND TOOLS TO FACILITATE THE CUSTOMER EXPERIENCE AND BUSINESS OPERATIONS

- ✓ Review and approve estimates online (77%)
- ✓ Daily shop management (76%)
- ✓ Ride-sharing (62%)
- ✓ SPUD (56%)
- ✓ Automation software to help techs write reports (55%)
- ✓ Mobile On-Site Services (36%)

99%

agree that improving **customer experience** in service is an important focus moving forward.