



AutoLoop Identifies Three Pitfalls in the Auto Retail Service Experience That Drive Customers Away

New strategies are recommended to eliminate the gap between dealer processes and customer expectations

CLEARWATER, FL, UNITED STATES, February 19, 2018 /EINPresswire.com/ -- AutoLoop LLC, the leading provider of auto-industry marketing, sales and service solutions, have released their most recent white paper, [Mind the Service Experience Gap](#), revealing the type of service experience that today's consumers demand from today's retailers.

Dealerships lose more than \$40 billion every year to customer defection. To find out why, AutoLoop surveyed more than 1,000 auto consumers and 100 auto dealers and discovered dealer shortcomings in three key areas: meeting consumer expectations, providing key services that keep customers engaged, and focusing on the overall customer experience.

Consumers expect a better experience from dealerships:

In the survey, consumers rated non-automotive retailers based on their overall purchase experience. Amazon emerged as the gold standard for the modern retail experience, with 57 percent of Amazon customers ranking the company as the top retailer. Nordstrom and Apple followed, ranked as having the 2nd and 3rd best experiences, respectively.

"Dealers need to look at how non-auto retailers set the bar for the customer experience," said Doug Van Sach, AutoLoop's Vice President of Analytics and Data Services. "Analyzing why you're losing business to an aftermarket service center is like analyzing why Nordstrom is losing business to Wal-Mart. The customer expectations are completely different. Dealers should be trying to attract customers with a Nordstrom-style experience, which better embodies the value proposition of dealers."

Many dealers are not providing services that keep customers engaged:

When asked, "in which of the following areas do non-automotive retailers most often outperform automotive dealers?" consumers chose the following: checkout process, transparency of pricing, competitive prices, value for the money, selection of inventory and convenient location.

Consumers want dealers to streamline or eliminate the checkout process. "It's not enough to speed up the current process," said Van Sach. "Dealers need to look at how Amazon and Apple are using technology to make the checkout process instantaneous. Give customers the opportunity to pay for repairs using their mobile device."

Dealers often focus too heavily on internal operations instead of customers:

According to the study, most dealers are too focused on internal operations, such as improving shop

efficiency and motivating service advisors to sell, as ways to improve customer retention.

“I think many dealers are focusing on the wrong thing,” said Van Sach. “Instead of asking how they can become more efficient, dealers should be asking how they can improve the customer experience. View your service experience from an outsider’s perspective and adapt it to meet consumer expectations.”

For more strategies to improve the service experience in your dealership, download AutoLoop’s white paper, *Mind the Service Experience Gap*.

To learn more about AutoLoop's comprehensive studies, visit AutoLoop.com or call 877-850-2010.

[About AutoLoop:](#)

Since 2005, AutoLoop has helped automotive dealerships nationwide increase sales, improve client retention and achieve overall higher customer satisfaction ratings throughout the Sell, Service, Repeat cycle. With the AutoLoop Customer Engagement Suite—an all-encompassing platform that includes everything from CRM and automated messaging to equity mining, service scheduling and more—AutoLoop is the industry’s first and only single-vendor, end-to-end marketing and engagement solution. An Inc. 500 company with nearly 50 million names in its database and over a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

sara Callahan
Carter West Public Relations
7272882159
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.