



Digital Retailing 101

Introduction to Digital Retailing and Core Fundamentals

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing 101 training video which can be found at:

[KiaDigitalProgram.com/ DigitalRetailing/DigitalRetailingResources](https://kia.digitalprogram.com/DigitalRetailing/DigitalRetailingResources)



Digital Retailing brings ecommerce to your website to allow customer to transact the way they want to instead of how cars have traditionally been sold.

What Is Digital Retailing

4:52: **The omni-channel experience is being able to move seamlessly back and forth between online and instore regardless of where the customer is in their car buying journey.** Consumers would like to buy a car online but are still conditioned to go into the dealership.

9:35: **The typical lead form is a stopping point in the customer journey.** The customer has to wait until someone at the dealership gets back to them with information, which disrupts the car buying process.

-No other industry requires a "check availability" button on their website. If it is not in stock, the website indicates so (ie: out of stock, coming soon, save to a wish list, etc.).

12:40: Be aware of CTAs used on Digital Retailing. **Are you giving the customers the information they need to continue on in their shopping journey or are we pushing them away?**

17:20: Digital Retailing helps consumer and sales staff save time by helping to complete some of the process online.

19:45: **An omni-channel approach allows the customer to move seamlessly online and in-store.** Additionally, it gives visibility to the dealership to see exactly where the customer is in the process, pick up where they left off so they can carry the dealer forward instead of having to start the deal all over again.

21:35: **Digital Retailing providers are not 3rd party lead providers, a replacement for your website provider, or a marketing channel.** DR providers focus on technology and process change management in order to ensure success to carry out a clean consumer experience.

22:50: Benefits of Digital Retailing:

-**Modern customer experience:** modernized customer experience that makes it easier for customer to shop and saves customer's time.

-**More efficient sales process:** helps saves sales staff times and provides tools to help them become more efficient. Can utilize the tool to push customers further into the sales funnel and allows the customer to complete most, if not all, of the process online.

-**F&I Merchandising:** ability to showcase your finance, service plans, and accessory options and allow customers to research and self-select.

24:38: Digital Retailing leads convert higher than traditional website leads

25:48: **F&I Product:** customers who see options earlier in the process and have the ability to research and self educate generally tend to convert to a sale for that product.



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Digital Retailing Fundamentals

27:00: **Willingness to adapt:** Consumers drive the way business is done and **dealerships should adapt to new technology.**
 -Use case: Home Depot mirrors and has similarities to car dealerships. Built out e-commerce platform that included pricing, reviews, protection plans, product availability, in-store locator as well as ability to buy online.
 -Takes time: when you decide to adopt DR in your store and incorporate into sales process, it will take time to maneuver through and navigate.

34:00: **Have a plan:** you need to understand how you will measure success to identify if you are trending in the correct direction. Understand what you are looking to achieve. **Adoption of tool should be the driving force in making sure you are able to hit your targets and what is important to you.**
 -Data driven decisions: reporting tools to provide additional insights to guide sales processes.
 -Update roles: changing the roles and mindsets of dealership employees to help support the online buying process.
 -Compensation plans: ensure pay plans aligned with digital retailing.
 -Training: make sure that you have a training roadmap to support digital retailing.

40:20: **Ensure Buy-In:** everyone at the dealership needs to buy-in on the entire digital retailing experience as **everyone plays a part in the success.** Buy-in does not have to happen all at once.

42:13: **Assign a Champion:** digital retailing subject matter expert can help build plan and map it out to get department buy in and promote accountability. Dealers see 4 times more prospect engagement when there is a Digital Retailing champion in store.

44:30: **Building Trust:** look at pricing strategy to ensure it is aligned. If pricing is not consistent consumers don't know what to believe or what the fair price is.
 -Deal jackets in digital retailing tools provide transparent pricing and lets consumers know what all is included in the price.

52:45 When adopting digital retailing in your store, understand where you are and where you want to get to.
 -**Online Utilization:** first step in the digital retailing process. Customers still want some guidance in the sales process. Set up customized responses to digital retail tools.
 -**Sales Strategy Development:** use digital retail to assist sales with needs analysis, finding inventory and using the digital retailing tool on the sales floor.

Action Items

LEVEL 1

Online Car Shopping

- Identify an internal Digital Retail Champion
- Ensure pricing strategy is consistent across all digital mediums
- Confirm customer experience remains consistent and in the customer's control
- Align all marketing efforts
- Ensure Digital Retailing Implementation Best Practices are followed

LEVEL 2

Lead Engagement

- Guarantee all internet leads and phone ups are driven into the Digital Retailing experience
- Align equity mining initiatives with sales and service customers
- Empower Sales Agents to respond through the Digital Retailing Solution
- Optimize third party responses

LEVEL 3

Sales Tool

- Ensure Sales Agents use inventory search functionality
- Use the Digital Retailing features as a presentation tool during the discovery stage
- Update and align sales manuals and process documents
- Encourage Managers to empower Sales Agent utilization of Digital Retailing tool feature sets

LEVEL 4

Full Sales Floor Adoption

- Check all showroom activity into the Digital Retailing tool
- Present and discuss payments with the customer
- Leverage the power of Digital Retailing with any customer who walks in

LEVEL 5

Super User

- Make Digital Retailing a critical component of the Dealership structure
- Maintain Digital Retailing as the primary sales tool and continue to optimize process
- Enhance customer pick up/delivery process
- Grow digital presence beyond four walls
- Keep the pulse on the latest updates and enhancements of Digital Retailing

