

5 Key Service Opportunities from the Cox Automotive Car Buyer Journey Study

Vehicle ownership is here to stay! That's one of many positive trends for dealership service departments from the recent Cox Automotive Car Buyer Journey Study. Here are 5 key takeaways you need to know from that study.

#1: More People Own Cars

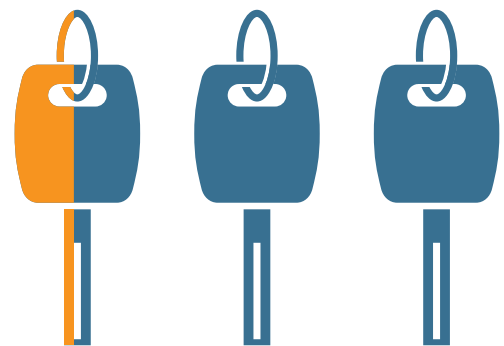
More consumers are adding to their family fleet. The percentage of households with three and four-plus vehicles is up across household sizes. The need for an additional vehicle drives the purchase trigger.

TAKE ACTION

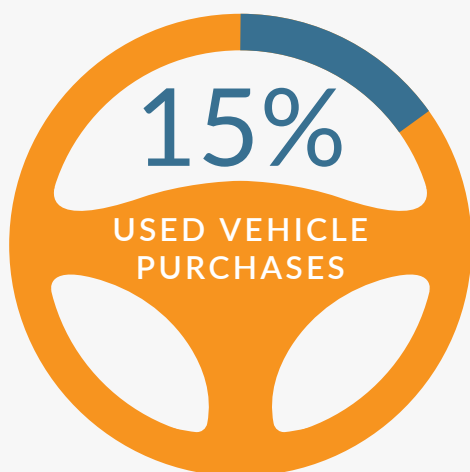
Keep your customers happy and your service department profitable by offering a convenient digital service experience with technology like Xtime that allows your customers to book an appointment, approve services, and pay with a tap of their phone.

15%

HOMES WITH 3+ VEHICLES



#2: More People are Considering Purchasing Used Vehicles



The percentage of used vehicle purchases is up 15% among recent buyers, presenting more possibilities for service opportunities. As consumers buy more used cars, they're also less likely to trade in or sell their previous vehicle.

TAKE ACTION

Use Xtime Schedule to identify used vehicle inventory acquisition targets (in conjunction with KBB ICO).

#3: People are Keeping Cars Longer

Personal vehicle ownership is poised to dominate in coming years, with 91% of survey respondents saying their primary mode of transportation in 5-plus years will be their own vehicle.

TAKE ACTION

Send relevant, personalized messages that show you understand and care about actual customer needs and offer opportunities to save on repairs through targeted specials with Xtime Invite.

PRIMARY MODE OF
TRANSPORTATION
IN 5+ YEARS



91%
THEIR OWN VEHICLE

#4: More Consumers are Using Online Methods to Interact with Dealers



As much as 60% of recent car buyers submitted a lead online, with 65% of those who submitted a basic lead expressing satisfaction with their purchase and 77% of those who submitted an enhanced lead expressing satisfaction.

TAKE ACTION

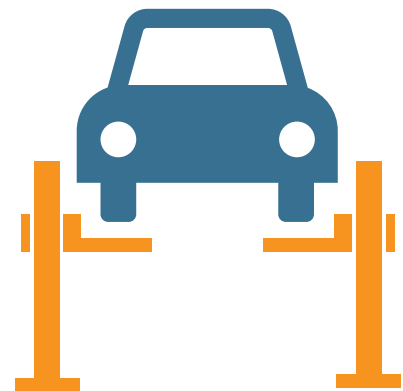
Elevate the online buying experience beyond the virtual showroom and into the service department. Xtime Engage sets your dealership up for success with convenient digital service experiences such as vehicle status text message alerts. You can even schedule their first service appointment using VinSolutions and Xtime integrations to build loyalty.

#5: Longer Vehicle Usage Leads to More Service Opportunities

More people owning more cars (and for longer) and fewer people willing to part with their previous vehicles means more service opportunities for your dealership. It's your job to take advantage and ensure that your shop is running at max capacity and peak efficiency.

TAKE ACTION

Tap into the potential of your service lane and make life easier for your service staff—and your customers. When you invest in connected technology like Xtime, you're able to reach your profit goals by servicing more vehicles in less time, delivering the digital experience customers expect.



You're now prepared with the knowledge to deliver the experience customers expect. Take the next step with a self-guided Xtime Demo. [Start here.](#)



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