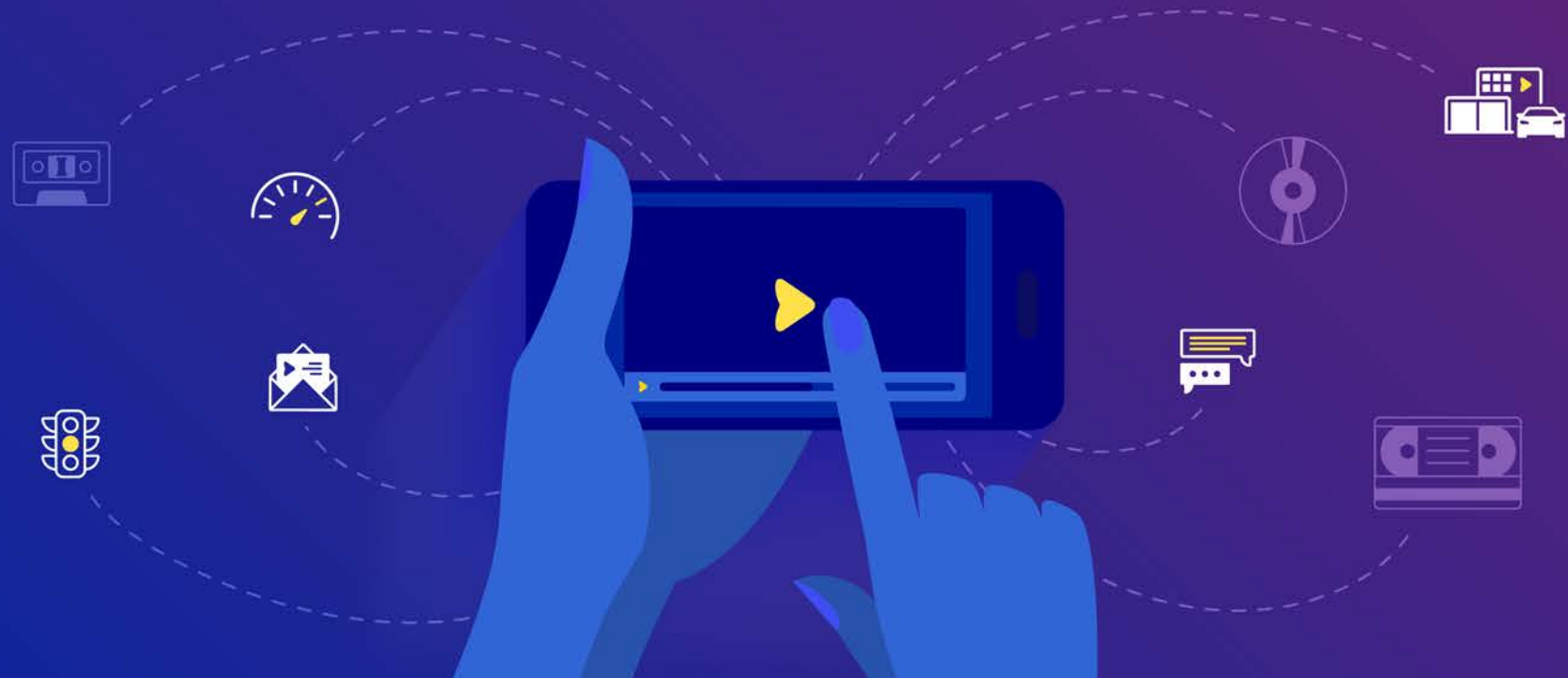


How **video** has evolved the vehicle sales process



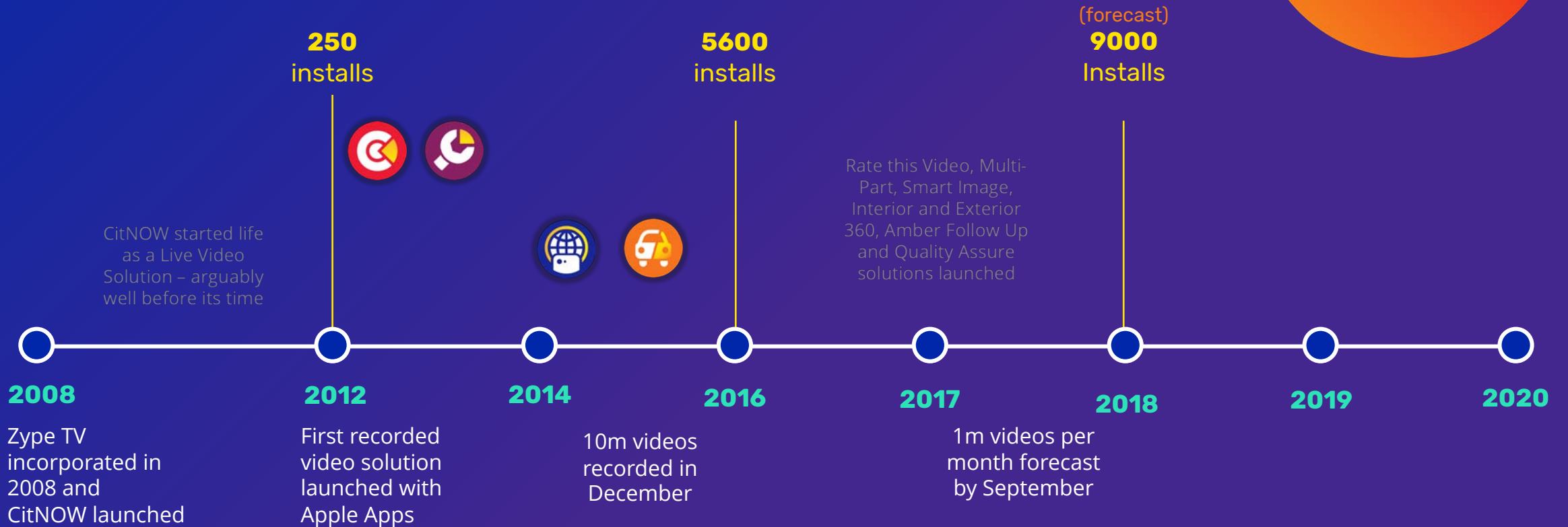


Alistair
Horsburgh

CEO, CitNOW

CitNOW Video History

82%
of all internet
traffic to be
video by 2021



2008 – 2016
10M Videos

2017
**7.6M
Videos**

2018
Forecast
**10M
Videos**

27M

videos all time





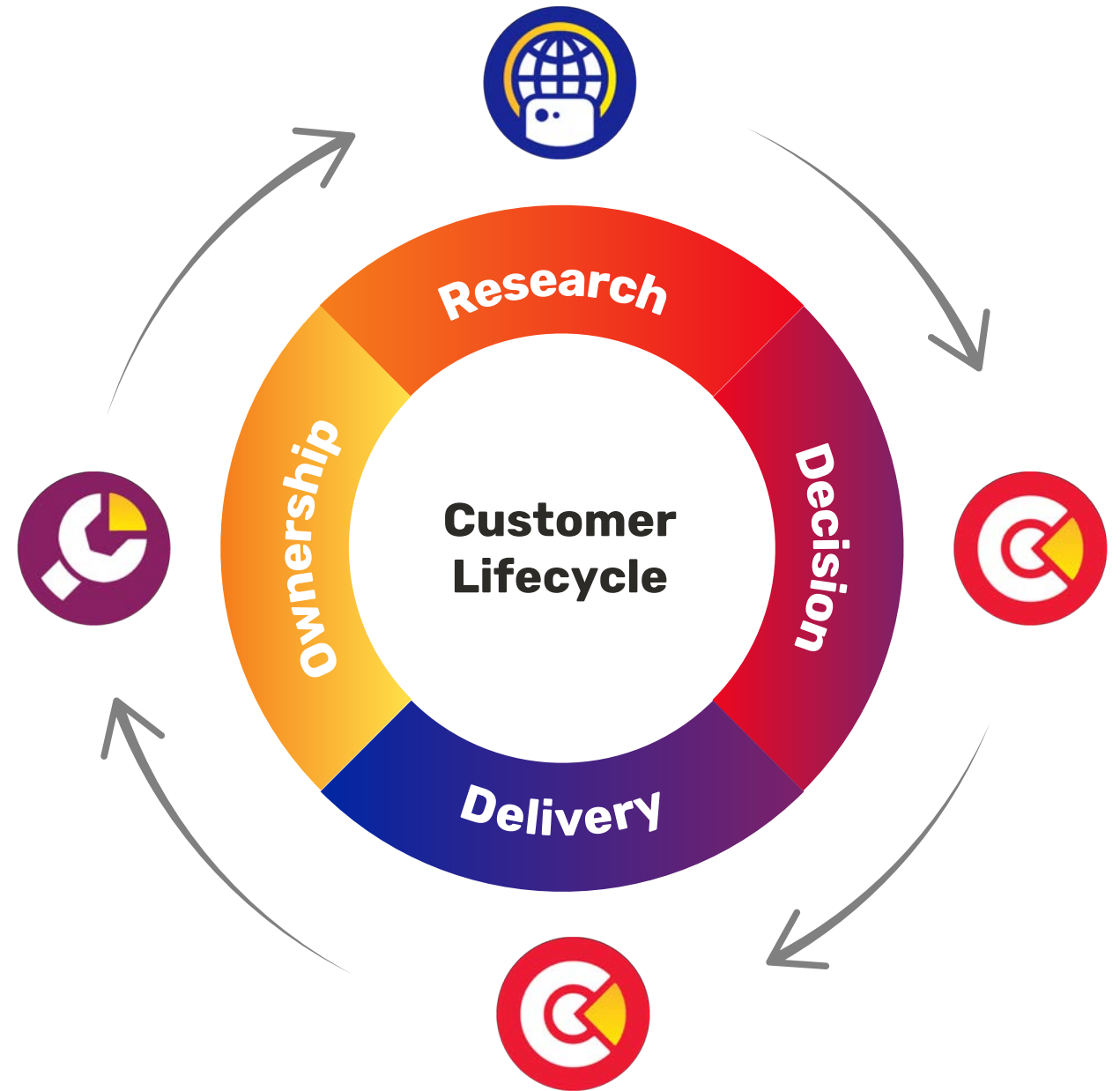
“We see a world where video is first, with **video at the heart** of all of our Apps and Services.”

Mark Zuckerberg, Chief Executive Officer, Facebook

August 2016



Video Relationship Management





Some of the **best Sales videos** of 2018

<https://video.citnow.com/vpzMj38Vgz1>

Opportunity in Sales



Making an Enquiry



Arriving at the Retailer



Feeling understood



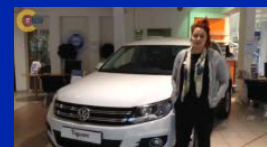
The first vehicle encounter



Desire for a test drive



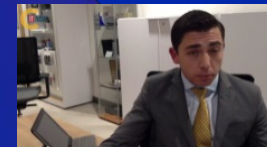
The test drive experience



New car offer



Part ex offer



Financing offer



Follow up



Committing to purchase



Waiting for delivery



Handover experience



Receiving unexpected appreciation



Being asked about satisfaction



Getting information regularly





Using **video to make a difference** to
the customer sales experience

<https://video.citnow.com/vp4z7mxcLFj>

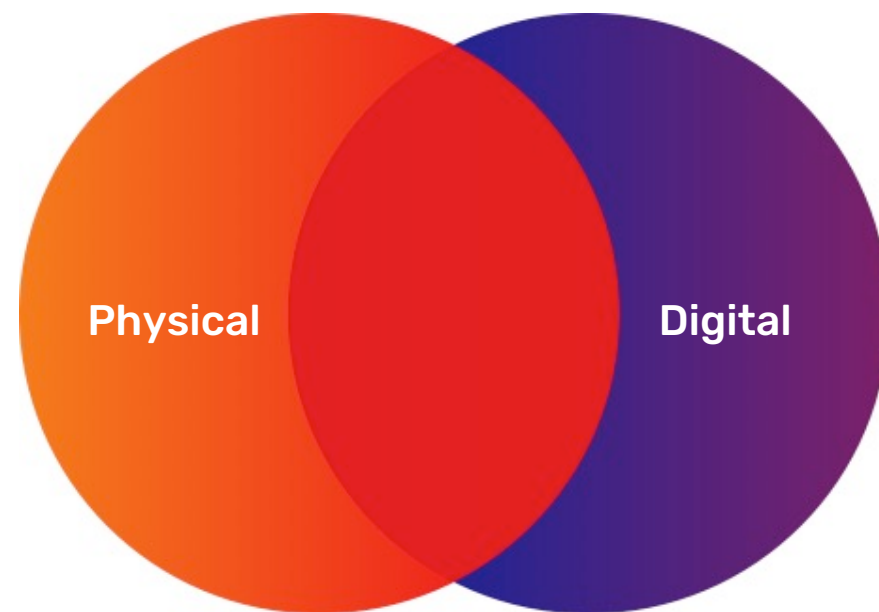
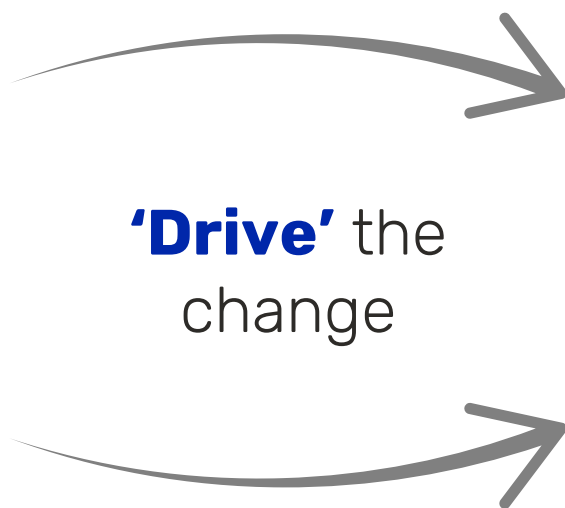
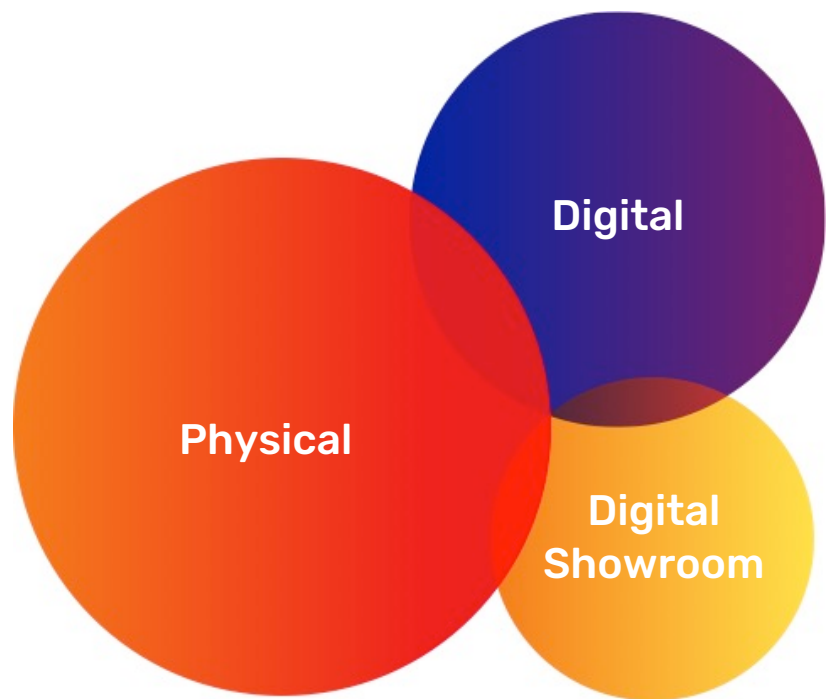




Challenge

1

Offer a **seamless digital
to physical** journey





70%

of customers say
connected processes*
are very important to
winning their business

Salesforce State of the Connected customer

**such as seamless handoffs or contextualised
engagement based on earlier interactions*

84%

of customers say being **treated like a person**, not a number, is very important to winning their business.

Salesforce State of the Connected customer



Challenge

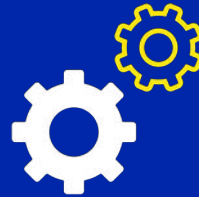
2

Improve
transparency

The **3 biggest areas for concern** when buying a used vehicle are:



Mechanical
reliability



Full Service
history



Bodywork
problems



94%

of customers are
more likely to be loyal
to a brand if they are
transparent

Be
honest
and
authentic



Challenge

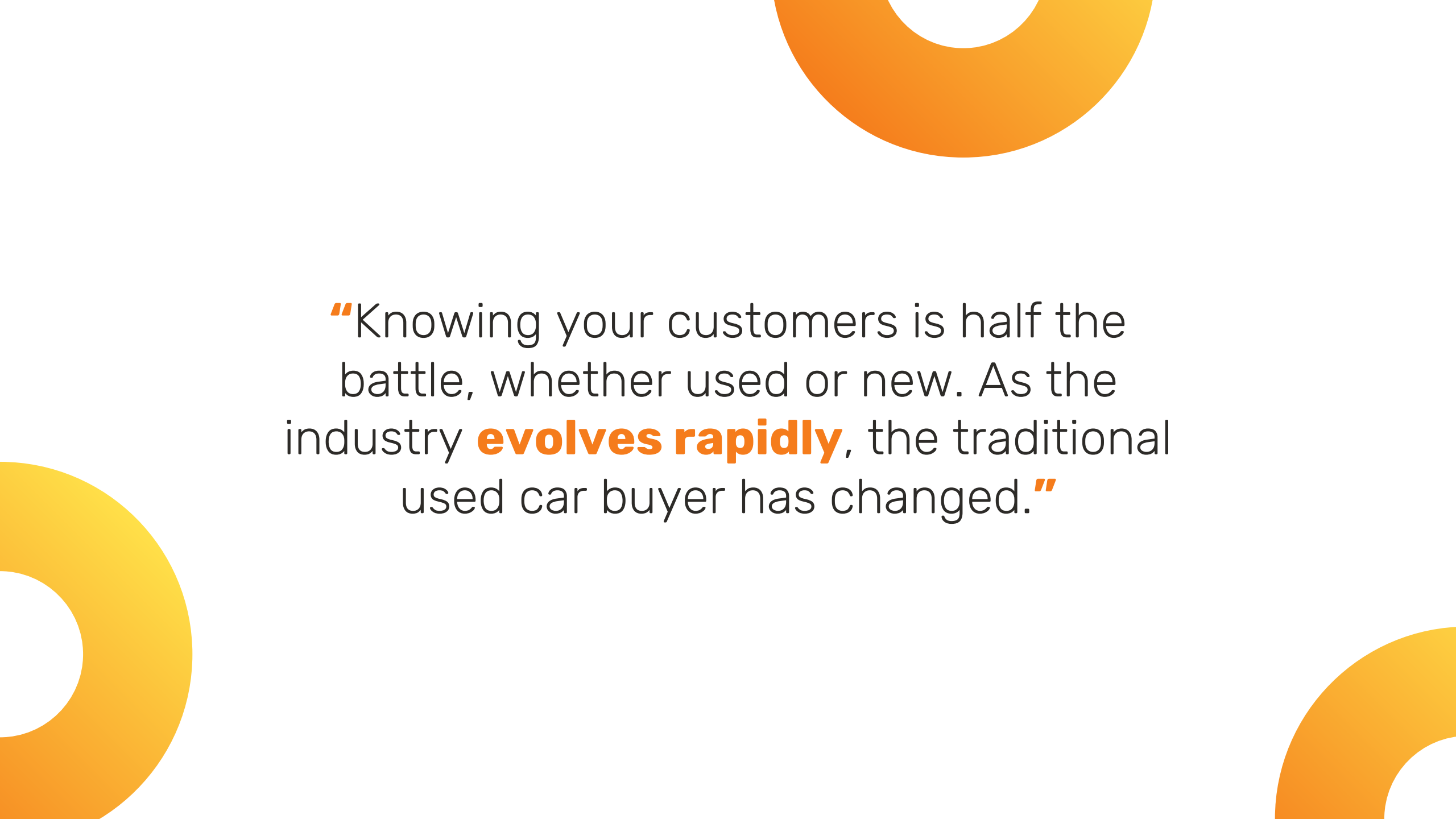
3

How do we **sell more**
used cars?



▶ We have analysed the used car market while surveying **2,000 future in-market consumers** to better understand the needs and expectations of today's used buyers.

Pick up a copy on
Stand D38

The background features three large, thick orange circular shapes. One is at the top center, partially cut off. Another is on the left side, also partially cut off. A third is at the bottom right corner, partially cut off.

“Knowing your customers is half the battle, whether used or new. As the industry **evolves rapidly**, the traditional used car buyer has changed.”



**Customer
service**
is key

Image Credit: Elvis Bekamanis



80%

more likely to purchase
when a video is watched

50%

say **video is important**, if not essential, to making a purchase decision





20%

of customers
worried about **out
of date** technology

► So **ask**
yourself

Image Credit: EberhardGrossgasteiger

70%

of customers say
images/video of the
in-car technology
are important/
essential



Image Credit: William Bayreuther



Neil Mossey

@NeilMossey

Follow

@UKVolkswagen Lovely friendly service from Lim, Simon & the gang at @motorlinegroup Coulsdon yesterday! Thnx



6:23 AM - 14 Feb 2015

Volkswagen UK and Motorline Group



Emma Grifits

@emmaeliz87

Follow

After leaving VW today I received a personalised video msg from the salesman thanking me for my time. #attentiontodetail #CustomerService

11:36 AM - 1 Nov 2014



72%

of customers share
good experiences
with others

10% more than those who
share a negative experience

Salesforce State of the Connected customer

The background is a solid purple color. On the left and right sides, there are large, semi-circular decorative elements. Each consists of a dark blue outer ring and a purple inner circle. The text "Take **aways**" is centered in the middle of the image.

Take **aways**

The background is a solid deep purple color. On the left and right sides, there are large, semi-circular shapes that overlap the edge of the frame. These shapes are composed of concentric circles in shades of purple and blue, creating a layered, tunnel-like effect. The word "Transparency." is centered in the middle of the image in a bold, white, sans-serif font.

Transparency.

The background is a solid purple color. On the left and right sides, there are large, semi-circular shapes that overlap the edge of the frame. These shapes are composed of concentric circles in shades of purple and blue, creating a layered, tunnel-like effect.

Trust.

The background is a solid dark purple color. It features two large, overlapping circles on either side of the text. The circle on the left is a lighter shade of purple, and the circle on the right is a darker shade of purple. The text is centered in the middle of the image.

**Connecting digital
to physical.**



Quality standards

objective criteria

essential

The image features three large, thick, circular shapes in a purple-to-blue gradient. One is at the top center, one is on the left side, and one is on the right side, all partially cut off by the edges of the frame.

What's **next**?

Do you have any
questions?

www.citnow.com

Image Credit: Marcos Luiz

