



WOMEN-DRIVERS.COM
PUTTING WOMEN IN THE DRIVER'S SEAT

Cracking the Car Code for Selling to the #1 Buyer: Women

Turn Reviews into Real-time Data to Make Your Store a Destination Dealer

Your potential car buyers are bombarded with competitive advertising from everywhere: traditional media, social media and websites. What if you had insights from real-time analytics about your #1 buyer so you could transform your messaging and make your showroom into a destination that attracted even more women customers?

Women buy 45% of all vehicles today, which translates to 819 total vehicles at an average new car dealership. These buyers not only write reviews but go on to choose to offer difference making data for the dealership. 92% of women who write reviews on Women-Drivers.com also opt into a 25-question survey summarizing their dealership visit. This information is turned into predictive analytics which result in unbiased reports chronicling what these buyers want and experience.



Are you harnessing the model to collect unprecedented pre- and post-purchase analytics about what your #1 buyers wants?

Bonus: Game-Changing Pre-and Post Purchase Feedback

The insights provided by 9 out of 10 women provides organic, game-changing optics. Dealerships get a big-picture view of women's experiences and preferences when buying, shopping and receiving service. This in-depth third-party data is unavailable anywhere else in the market.

"It's like the 'JD Power' of research for our dealer group about our own female buyers and guests," says Chris Saraceno, VP and Partner at Kelly Automotive Group and a 30-plus year veteran of the auto industry. "Women are expressive and generous in sharing not just their reviews, but their visit experience. The Women Satisfaction Index® DealerReports are packed with amazing, useful information for our stores."

Qualified insights take the guesswork out of marketing, allowing dealers to improve what is working and reconnect where customers drop off.

In the WSI® Dealer Data Reports, individual dealerships and dealer groups discover the dynamics behind several topics, which allows them to:

- A. Understand customer touch-points to improve processes
 - The importance of dealer reputation
 - Top third-party websites they are visiting
 - How many 'Like' their dealer's Facebook page
 - How they rate their dealer's website
 - Preference in communication follow-up; email, text or phone?

- B. Optimize the consumer journey and experience
- Top reasons women buy from a dealership and sales advisor
 - What customers did not like about the dealership visit or their sales advisor
 - Ages of these consumers and guests
 - Why they didn't buy from the brand dealership closest to them
 - Distance they are travelling
 - Percent who have purchased at the same dealership before
 - Percent that plan to return to dealer's service drive and how often
 - Reasons they do not return to dealer's service drive

5 Intake Insights You Need to Know

The notion that price is important to women is nothing new; consider it a given.

Year after year, however, the national WSI® feedback proves one thing matters **even more** - the quality of a dealer's front-line team. Hands down, women report that "trust" of their sales advisor is the # 1 predictor whether they will buy from a particular dealership. What does that mean? It means that ***devising and delivering a memorable experience is a must.***

Women also report that their # 1 choice for research is their local dealership's website, where they search for information prior to making a purchase decision. This is exceptional news for dealers. However, it is also the first place women fall off. Why?

Women report that websites that are too product-driven are less appealing than ones that are lifestyle-based. A winning website illustrates how a particular vehicle or dealership will help meet a woman's day-to-day needs, whether it involves transporting children, toting a kayak or carpooling with coworkers.

What other results can dealerships use to beef up their bottom line?

5 Women's Insights of Benefit to Dealerships:

1. **Help her trust you**
Engage in conversations quickly.
2. **Treat her with respect**
Participate by listening closely.
3. **Satisfy inquiries presented**
Thoroughly answer each question, in showroom or offline.
4. **Appreciate her effort**
Know the importance of time and money at hand.
5. **Follow her lead**
Honor the research and leverage a woman brings to the showroom.



While these may sound like no-brainers, half of women report they go to over 3 dealerships before making a purchase. The other half, however purchase new vehicles on their first visit! Key differentiators included a sense of feeling respected, listened to and validated—all of which helped them trust in the sales advisor and purchase process.

Client-Centered Approach

The insights outlined above suggest a need for one thing: a client-centered approach.

While women certainly appreciate vehicle or product knowledge, dealership teams routinely earn well-regarded reputations among female customers when their approach positions them as trusted advisors rather than information repositories. Related optics bear this out, with advanced analytics showing a clear connection between women's car buying needs and their customer service expectations.

The same goes for car dealers who ensure that women's needs (and voices) are represented in online reviews. A dealer's reputation ranks among a woman's top 3 reasons for choosing a dealership.

Dealer Distinction = New Revenue

The reports reveal new behaviors and patterns which bring to light unknown issues and help deliver a more empowering and satisfying customer experience.

Dealers who integrate this customized data will go a long way to boost both their sales performance and reputation by speaking directly to the needs of the marketplace in their region.



About Women-Drivers | Women-Drivers.com is the premier car dealer review site focused on women and families. It connects women buyers to *Certified Trusted Dealers*. Over sixty percent of women report not being confident buying a car. The company provides reputation management, website content and advanced pre- and post-purchase Women's Satisfaction Index® Data for dealers and OEM's to better engage and improve their consumer experience with this market.