

# Millennials demand a modern car-buying experience



Today's consumers want choice and flexibility in everything they do—and that includes car buying. Gone are the days when people preferred to come into the dealership to purchase a car. Nowadays, most car buyers start the process online and expect an Amazon-like experience across their online and in-store interactions.

McKinsey projects millennials to be

**45%**

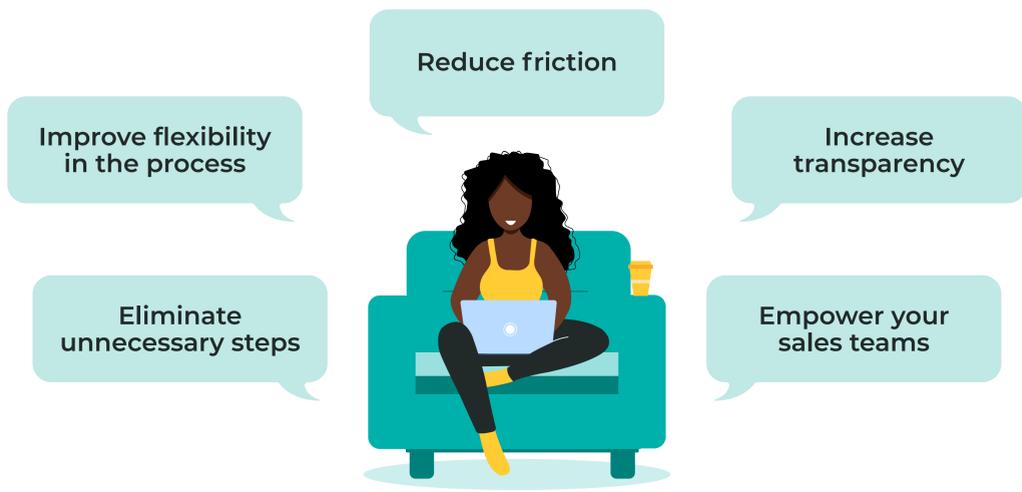
of the car-buyers by 2025<sup>1</sup>

**87%**

of customers dislike the car-buying experience in the dealership<sup>2</sup>

## 4 benefits of single point of contact (SPOC)

A SPOC approach means one person handles a customer interaction from beginning to end. The primary benefits of the SPOC model include:



## How SPOC can become your primary differentiator

1

Establishes a personalized approach



**95%**

of consumers are already starting their car buying journey online in some capacity<sup>3</sup>

SPOC gives them an expert perspective on what they already gathered from one person.

Builds trust through transparency

2

**Only 32%**

of consumers have a high level of trust in salespeople<sup>4</sup>

Rethinking the customer car-buying journey with a holistic approach via a SPOC builds one-on-one trust with the customer

3

Creates consistency across touchpoints

On average, customers switch

**4 times**

between online and offline channels<sup>5</sup>

The SPOC approach integrates every touchpoint in the car-buying journey into one central source of communication

Powers a flexible car-buying experience

4



Buyers under 40 were more likely to buy a car online than those over 57.<sup>6</sup>

Up to **65%**

of surveyed [car] buyers said they would consider buying a car online.<sup>7</sup>

SPOC coupled with the right digital retail solution allows customers to transact remotely.

## Upstart Auto Retail can help

Want to learn more about how you can transition your dealership into a single point of contact model?

Visit [upstart.com/dealers](https://upstart.com/dealers).



SOURCES

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