



Reinventing Your Dealership with AI and Omnichannel Journeys

Thursday, October 23, 2025





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Reinventing Your Dealership Strategy with AI and Omnichannel Journeys

Oct 23, 2025



Agenda

01 Introduction and Poll

02 Customer Expectations

03 Dealer Challenges

04 The Dealership
Excellence Playbook &
AI Strategies

06 Q&A



Panelists



Speaker

Faraaz Ghauri

Vice President Digital Retail



Speaker

Eva Kellershof

Vice President of Sales, North America
& Europe

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Dealerships

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Consumers

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Portfolio

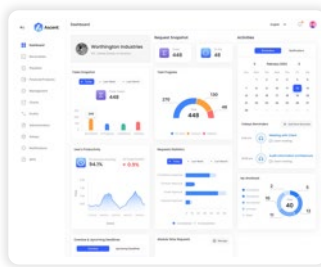
300+

Ecosystem Projects

**Transcend
Platform**



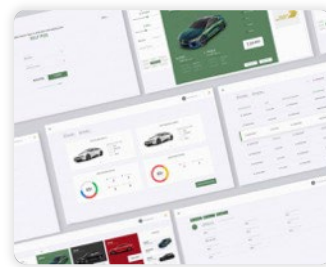
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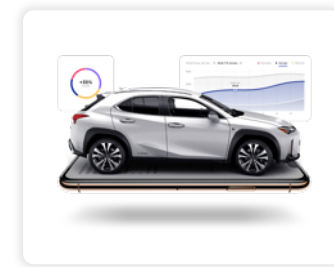
Marketplace



**Independent Modular
Components**



AI Labs



**Auto Specific
Use Cases**



Poll Question

What is your top priority this year?

- A. Improving the online-to-showroom experience for customers
- B. Incorporating AI in processes (lead gen, communication)
- C. Increase F&I adoption with AI recommendations
- D. Improve inventory planning and availability
- E. Other



New Record: Average New Car Prices Surpasses **\$50,000**

- The average American new car buyer **paid \$50,080 in September** — a new record, and the first time the figure has ever topped the **\$50,000 mark**.
- Even though automakers and dealers are offering new discounts, incentives made up 7.4% of the average sale in September — the highest they've reached since 2025.

Tariffs | Luxury Shoppers | EV Credit Sunset



Expectation #1: Hyper-Personalization Without the "Creep"

The Shift:

Generic recommendations are dead.

Modern customers demand predictive experiences.

71%

of customers expect personalized experiences

Pro-active support & anticipated needs, like

- finance pre-approval
- being ready before the customer even walks into your dealership, or
- inventory being held based on their recent online configuration.



Expectation #2: The Death of the Hard Stop (Zero-Friction Transactions)



The Challenge

The moment a customer has to **repeat information**, or an online process hits a "**dead end**" requiring a phone call or physical visit, the sale is at risk.



Nearly 8 in 10 customers expect a seamless experience, yet over half feel like they are dealing with separate entities



Primary cause of friction: Data Silos

CRM | Inventory system | Lending platform
Physical sales platform



The Cost of Failure

1 in 3 customers will leave a brand they love after just one bad interaction



Expectation #3: Transparency & Trust as a Baseline

The Foundation

Trust is no longer earned; it's a **prerequisite for engagement**

The Expectation

- **Transparency in pricing**
- **Data usage**
- **Ethical practices**

The Gap

The Black Box effect

- a lack of clarity in credit decisions,
- contract terms, or
- inventory status immediately **erodes trust**

The Solution

Seamless selling must include a **unified, auditable digital thread** for all interactions, from first **click to final signature**.



The Great Disconnect: The Retail Reality Gap

25%

of customers feel that **retailers meet the expectation of a smooth experience across all channels, despite**

75%

expecting it
... costing the business 3% of revenue annually

DEALER CHALLENGES



Disconnected online-to-showroom handoffs kills deals.

56% of leads come in after-hours, only 37% get timely responses.

Better Car People

83% of buyers want upfront pricing; 40% more likely to buy if pricing is transparent.

McKinsey

Staff already overwhelmed by manual processes and too many tools, why adopt more tools?

DEALER CHALLENGES

High cost for more technology, but the cost of inaction (lost leads, eroded trust, shrinking margins) is far greater than the upfront spend.

Fragmented system landscape creates silos that slow financing, service scheduling, and lead nurturing.

Rising SG&A costs (~8% annually), tighter margins. Every lost lead more painful.

“Digital retail hinders profit on the backend”



The dealership excellence playbook



True omnichannel sales

hybrid journeys: research & finance online, test drives in -store



AI-enabled lead management

24/7 responsiveness, smart routing



Operational performance visibility

KPIs beyond units sold



Customer loyalty through proactive offers

timely upsells ahead of service visits



Data-driven inventory optimization

20–50% fewer days on lot; margins +1–2%



Network scale

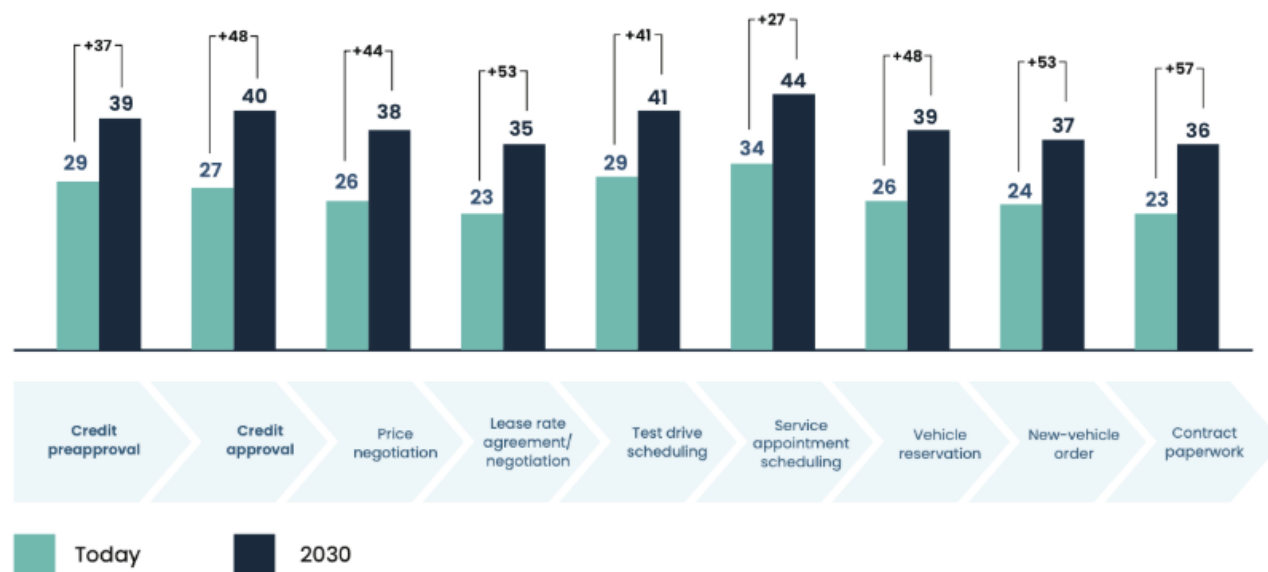
pilot “lighthouse” stores, then roll out



Shift to Online by 2030

Dealers expect to shift to online activities to accelerate

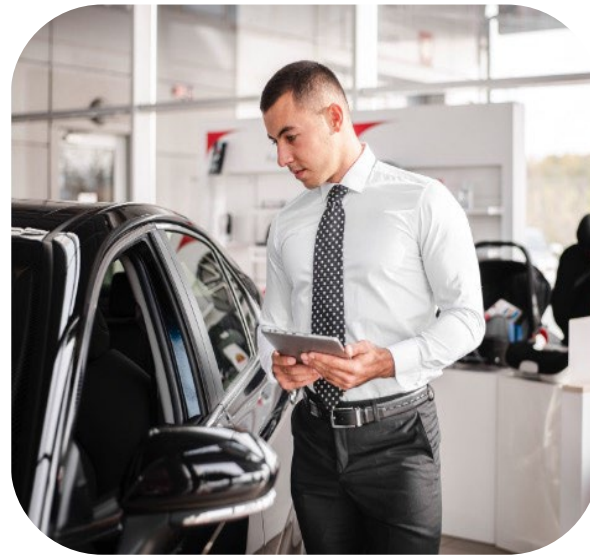
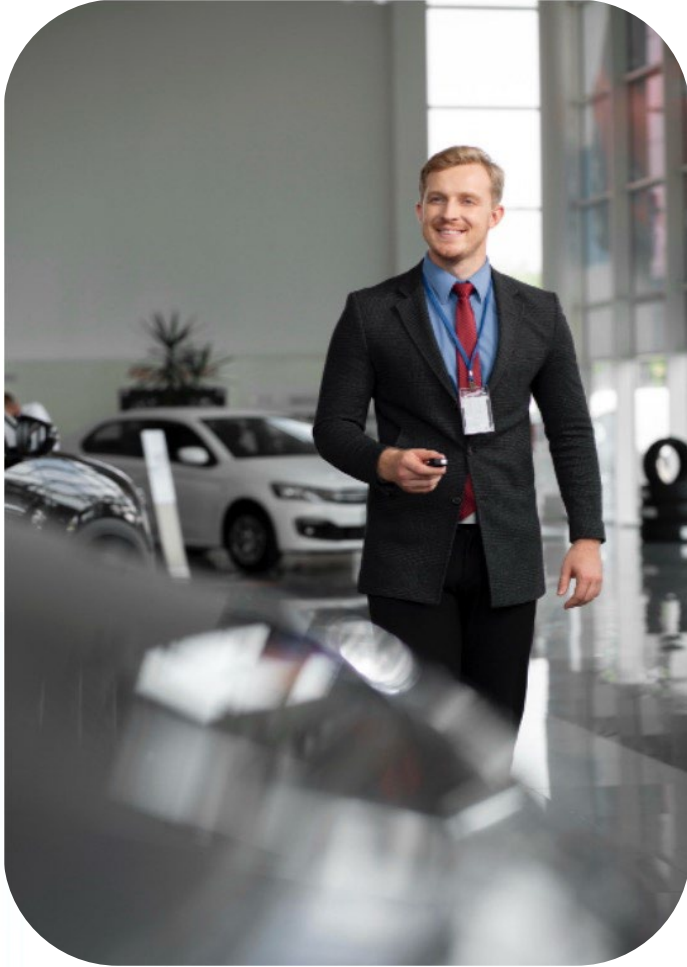
Share of customer activities conducted online (%)



Sources: BCG, US dealer sentiment survey, 2025; BCG analysis

Note: Discrepancies in change figures are due to rounding of survey response percentages

AI x Dealer Success



Predictive service scheduling → higher retention and lifetime value.

AI-powered F&I menu: personalized recommendations, real-time payment impact, stronger profitability.

Example: 80% of customer interactions projected to be AI-managed by 2025.

Gartner

AI assistants answering customer queries, booking test drives, surfacing hot leads.

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Younger generations are the driving force behind the growing acceptance of AI in car buying.

% AGREE (IN 10 YEARS)

59%

Gen Z/Millennials

Comfortable using chatbots for common questions & standard vehicle information

(vs. 49% Gen X/Boomers)

48%

Gen Z/Millennials

Trust AI over salesperson to analyze history and make vehicle recommendations.

(vs. 37% Gen X/Boomers)

46%

Gen Z/Millennials

Trust AI over human underwriter to analyze finances when applying for automotive loan

(vs. 34% Gen X/Boomers)

Why it matters to you

- 25% higher sales per employee with integrated digital + AI. **McKinsey**
- Faster deal cycle times and reduced manual overhead.
- Higher gross per unit via optimized F&I.
- Stronger customer trust with transparent, omnichannel journeys.
- Customers who engage post-purchase are 60% more likely to return. **RazorPay**



Contact Us



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Thank You

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