INTERACTIVE DISPLAY TECHNOLOGY IN AUTOMOTIVE SHOWROOMS

OUR EXPERTISE IS YOUR ADVANTAGE
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INTRODUCTION

Britain has had a long history with the automotive industry, and cars are popular too.

76% of households have access to a car, and 32% have two or more cars.

Buyers are increasingly becoming more knowledgeable, with most conducting internet research before visiting a showroom - Accenture recently reported that some 80% of all research into buying a new car is conducted online. The average customer hits 900 digital touch points over three months on the journey to purchase, with 71% of those occurring on mobile.¹

In order to tap into this tech savvy but highly affluent market, brands have turned to technology, and the more innovative the better.

Traditional car dealerships will always have a vital role to play in the car buying and ownership experience. However, this online and in-store option gives customers another choice to fit around their busy lives.

TONY WHITEHORN, PRESIDENT AND CEO, MOTOR UK
(on opening an interactive digital car showroom).

¹ Source: Accenture
THE MARKET

The UK market for new cars has grown continuously over the last five years, with a record 2.6 million registrations in 2016, the highest ever achieved; up 2.3% on the previous year. The increase can be attributed to the wide choice of models on offer along with the availability of affordable finance deals. The increase in sales can be seen across all sectors comprising diesel, petrol and electric/hybrids, up 5.6%, 16% and 43.2% respectively.

There are over 16,000 new and used car dealers in the UK and Republic of Ireland. Ford, which sells two of the top 10 most successful car models in the country, has the most car dealerships in its franchise network, while the luxury brands such as Mercedes, Lexus and Alfa Romeo, tend to have fewer dealerships.

The norm is for buyers to make a single visit having conducted the majority of their research online; a trend which is likely to continue. This means car dealerships may only have one real chance to engage with customers, which is where technology can play a huge part.

IN THE UK, A CAR IS THE MAIN MODE OF TRANSPORT FOR MOST PEOPLE²

73% of people held a driving licence (adults age 17 and above) 80% of men and 67% of women.

64% of all personal trips which include commuting, shopping, education and leisure travel - were made by car, as a driver or passenger.

84% of people in England travelled by private car (as a driver or passenger) at least once or twice a week.

78% of distance travelled per person per year for personal trips was by car.
THE BENEFITS OF TECHNOLOGY

ENGAGE

Bringing the sales process to life increases the likelihood that customers will respond positively. While a test drive is a key element of the sale, if a particular model is not available then being able to take a virtual walkthrough a vehicle with an onscreen configurator gives the customer a different perspective on the vehicle. The major benefit of this is that exploring different trim options or colour combinations is much faster, and this can be done in a much smaller space than a traditional car showroom.

INFORM

Dealers need instant access to a huge volume of information on finance and insurance, not to mention the cars themselves. A vehicle configurator enables the customer to build a specific vehicle, along with associated pricing. Touchscreens can display a wide variety of models and options while taking up very little space on the sales floor, but also being intuitive to operate and enhance to overall customer experience.

VISUALISE

A rich, visual environment, rather than a static one, will help customers to engage and feel excitement towards potential ownership of a vehicle. Touch displays distributed around a showroom, can deliver vast amounts of information, and during busy times can engage the maximum number of customers simultaneously.

MANAGE

Capture the interaction between dealers and customers. From an initial touchpoint such as online or a touchscreen at an event or flagship store, through to dealing with servicing requests and potential upgrades, the experience needs to be a seamless journey. Technology can also help with the process of collecting customer data information, because multi-touch systems can be integrated with back-end systems elsewhere, such as databases and CRM to gather information about user behaviour and analyse sales patterns.
Some car brands and dealerships are only just beginning to explore the potential of touch technology. As it continues to evolve, it promises to help marketers edge closer to the seamless, multi-channel shopping experience that consumers now demand.

**RECEPTION**
Whether to check in for a service or to share a wide range of enticing content, the reception area is an absolutely key area for touch displays, due to high footfall, and also being the place where customers are likely to pause. Content can include the obvious – aspirational videos, details of online accessories – but also a whole range of other material, such as games based on the car brand, motor racing sponsorship content, competitions, virtual reality tours and current offers. All of this can help to create a ‘storytelling’ environment, that consumers can relate to.

**WAITING AREA**
Perhaps installed within a tabletop or as a wall-mounted unit, touchscreens give customers the option to engage with the content, rather than just passively watching a standard video showreel. Content can include current financing options, servicing information, games to keep the kids engaged, or general interest information like the weather or national news.

**SHOWROOM FLOOR**
The customer is in control: navigate and interact with a wealth of content that is designed to be an enjoyable experience in its own right. Suddenly, the in-store brand experience goes way beyond the confines of the showroom’s four walls, ‘virtually’ extending the size of the space available. The systems can also interact with mobile devices – for instance, using QR codes to download information to the customer’s smartphone or tablet.

**TOUCHSCREEN KIOSK**
This has the benefit of potentially integrating anywhere in a dealership, from the reception area to the showroom floor. The touchscreen panels can be used to display specific sales-related information, current offers, or even incentivised surveys, a high-response rate method of acquiring initial preference data for a brand.

**PRE-SALES DESK**
With interactive showroom displays where customers can select a vehicle from the current lineup and take a deep dive into a specific model, touchscreens have never been more popular. Customers can easily and intuitively rotate the car to get a view from every angle, including a full pinch-to-zoom close-up of different aspects of the interior. They can customise to their liking, such as making changes to the engine or changing the trim and leather of the upholstery.
SALES DEMONSTRATOR AREA

While much of touch technology’s benefit is around creating an interactive customer experience, its value as a sales support aid is just as important. It helps ensure that a brand’s key messages and value propositions are cascaded down through showrooms and sales staff in a consistent manner. Car configuration tools are increasingly popular with brands, and given the sheer volume of configuration options now available, touch systems can provide sales consultants with a chance to sit alongside consumers while they go through a number of steps to design each person’s ideal vehicle. The very last step presents the price and here’s the clever psychology: the theory is that in effect the customer has ‘created’ that price and hence is less likely to argue with that amount.

SUMMARY

Automotive buyers no longer expect to be presented with reams of printed brochures, which are limited in many ways, as well as costly to produce, store and transport. Displays that show the latest car commercial, other rich media and incorporate interactive features are far more effective at creating curiosity and a desire to engage more deeply with the brand. Minimising the barriers to that engagement by offering interactive touch displays and capturing the consumer’s preferences as a result is just the beginning of a multi-channel, integrated strategy that is rapidly becoming the only game in town for car retailers of all types.

REFERENCES
1. http://www.thedrum.com/opinion/2016/12/16/re-imagining-the-car-showroom

TURN OVER TO SEE EXAMPLES OF INTERACTIVE TOUCHSCREENS THAT CAN REVOLUTIONISE THE MODERN CAR SHOWROOM...
THE IDEAL SALES TOOL

65” 4K PCAP TOUCHSCREEN

IIYAMA TF6537UHSC-B1AG

Customers can visualise and configure their future car purchases with this 50-point touch, super responsive touchscreen. Car choices can be viewed in brilliant 4K resolutions – previewing the car from every angle, pinching and zooming for interior close-ups and configuring the all-important optional extras.

WAITING AREA EFFICIENCY

15” PCAP TOUCHSCREEN

IIYAMA T1521MSC-B1

Reduce waiting room boredom and enable self-discovery when customers are waiting to be served by showroom personnel. This durable and scratch-resistant touchscreen can be preloaded with current offers, financing information or branded videos, priming the customer pre-sale.

ABOUT iiyama TOUCHSCREENS

iiyama is one of the world’s leading manufacturers of commercial displays. Efficiency, performance, reliability and user comfort are all key to the development of iiyama products. iiyama’s comprehensive range of touchscreens includes Small Format Displays (SFDs) and Large Format Displays (LFDs) available in various sizes. Their success has been achieved by the consistent evolution of high quality products and bringing them to market at an accessible price.