

EVOLUTION OF CUSTOMER ENGAGEMENT



5 Years 2017 Thru 2021



230
MILLION
Interactions



5.4
MILLION
Customers



150+
Dealerships

1.

Avg. number of **out of store generated** opportunities

357

2017

2021

747



2017

2021

Calls

186

400

215%
Increase

Internet Leads

121

215

178%
Increase

Chat/SMS Sessions

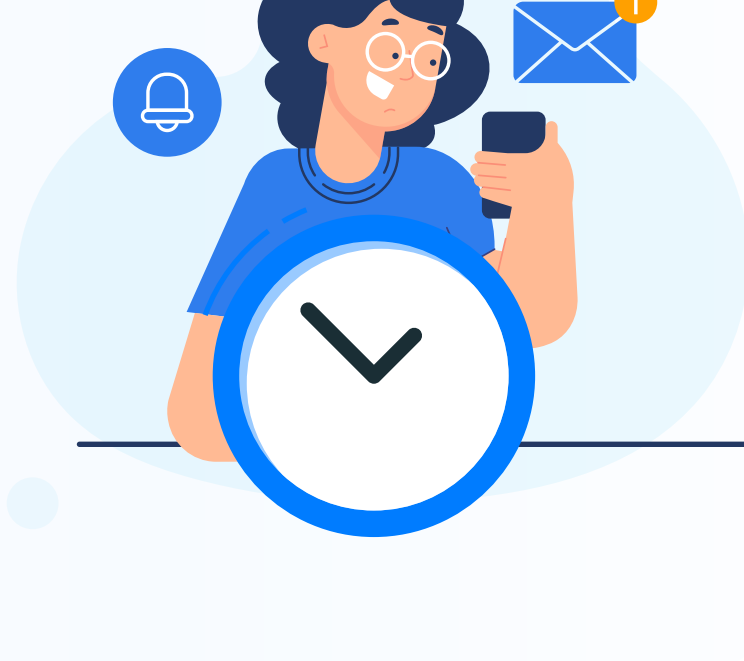
50

132

264%
Increase

2.

Avg. Lead Response Time:



2017

2021

1 hr 22 min

16 min

450%
Faster
Response Time

3.

Avg. number of **customer communications** to the dealership prior to visit:

2017

2021

4

10

250%
Increase



Avg. 1st lead connection rate **thru call**

74%

2017

66%

2021

12% Decrease in 1st connection rate



Avg. 1st lead connection rate **thru email:**

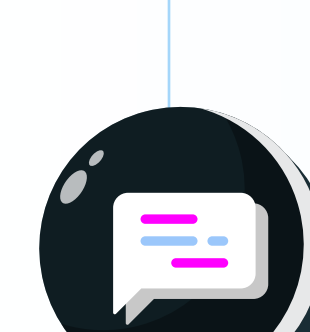
36%

2017

13%

2021

101% Decrease in 1st connection rate



Avg. 1st lead connection rate **thru SMS:**

27%

2017

63%

2021

75% Increase in 1st connection rate

4.



Avg. **lead to show** ratio:

2017

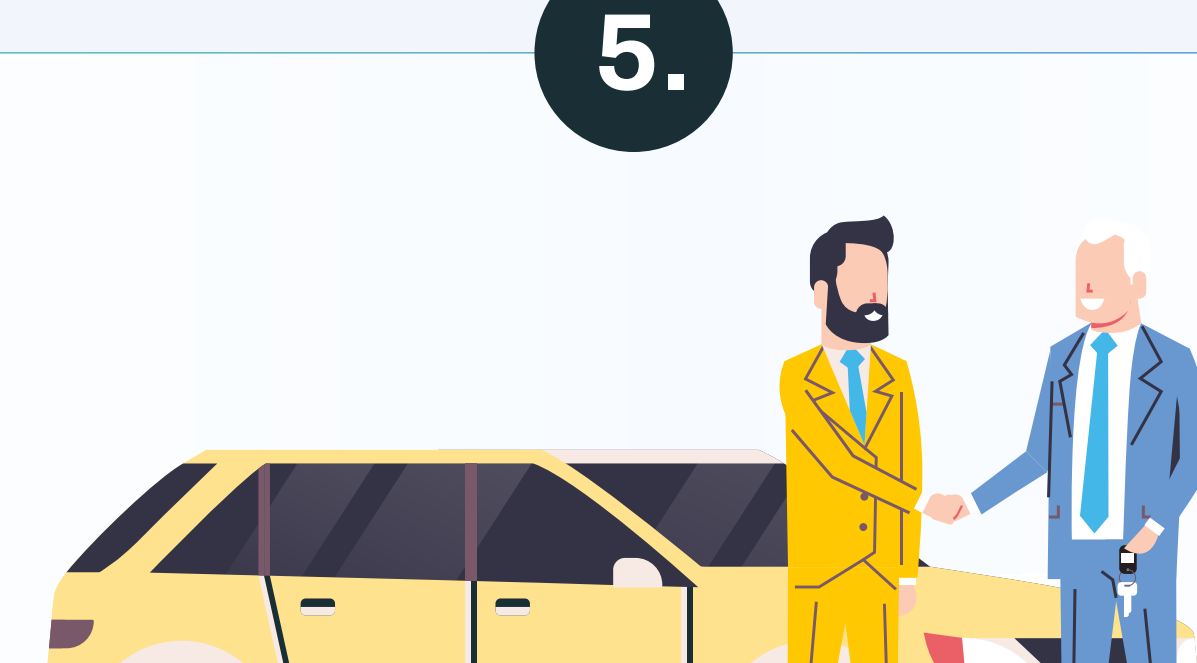
2021

17%

32%

88%
Increase

5.



Avg. **closing ratio** from out of store generated opportunities:

2017

2021

2.4%

6%

250%
Increase