

# Dealers, Delays & Missed Opportunities

What Impel's Nationwide Car Buyer Survey Shows about Auto Retailing Success and Failure in the AI age

**The early bird gets the worm.**



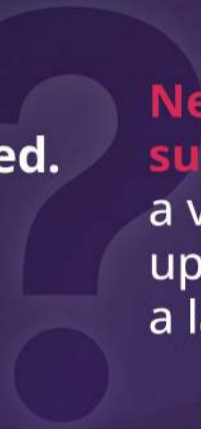
Consumers are **8X** more likely to buy a car from the dealer who responds faster.

**Dealer websites are prime real estate.**

**9/10** buyers visited a dealer website before buying their last vehicle.

**45%** of users spent time on three or more dealer sites.

**Shopper questions aren't being answered.**



**Nearly half of car buyers who submitted a question** regarding a vehicle of interest had to follow up with at least one dealer due to a lack of response.

**Dealers are slow to follow up – if at all.**



**58%** waited more than an hour for a response after submitting their contact info.



**24%** received no follow-up from at least one dealership.

**Old school technology isn't cutting it.**

**Only half** of those who received an automated reply were satisfied with the response they received.

**1/5** of chat users were less than satisfied with their experience.

**How car buyers want AI to help:**

**39%**



Reduce paperwork

**34%**



Cut down time spent at the dealership

**30%**



Provide 24/7 availability to answer questions