

Most customers prefer to stay home until pandemic subsides

AN autonews.com/fi-blog/most-customers-prefer-stay-home-until-pandemic-subsides

Jackie Charniga

February 10, 2021

Dealerships adjusting to a digital environment expect the changes to last, even though consumers still want to come into dealerships. Eventually.

For now, many customers remain wary of the coronavirus, and a study conducted by Lightico indicates that they'll be staying at home until a vaccine is widely available.

Lightico is a software-as-a-service company that connects auto finance customers to lenders through a mobile portal.

A January survey of 1,129 American consumers found 86 percent of respondents were concerned about entering a dealership or going to a bank during the pandemic.

Vaccine access would make 39 percent of respondents likely to return to physical visits to a dealership, though nearly one-third said they would prefer completing as much of a vehicle purchase remotely as possible even after the pandemic abates.

Dealerships looking to enhance their digital retailing experience cannot forget the finance-and-insurance component. Offering virtual F&I product presentations and messaging options with consumers who need to discuss their financial options with dealership employees will help retain profits and customer satisfaction until the pandemic subsides.