



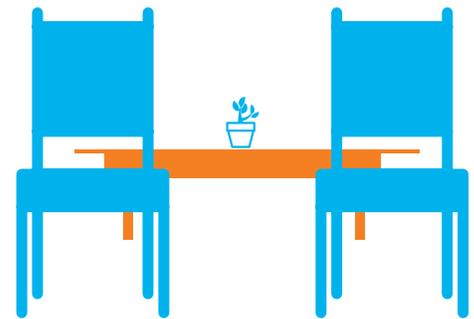
The situation

In today's ultra-competitive landscape, auto dealerships realize they must do more to enhance the customer experience. This includes placing a priority on creating a comfortable, well-appointed waiting room for everyone—from parents trying to keep their kids occupied to customers looking for an entertaining way to pass the time. One easy way dealerships can create an inviting atmosphere and keep customers pulling into their business is to shift out of neutral with DIRECTV.



Best practices to drive up satisfaction

In addition to cleanliness and good coffee, the spark plug for a successful service department is creating an entertaining environment and strong promotional presence in the waiting area. DIRECTV can help auto dealerships keep customers entertained and informed with top programming to help make waiting times fly by.



3 dealership waiting room trends



Streaming promotional content

Dealerships are using Internet-connected TVs to stream promotions, price menus and pre-owned vehicle inventory for customers to view while they wait.¹



Expanding amenities

Whether it's providing movies, complimentary snacks and massage chairs, or offering up their space as a community center, dealerships are willing to go further than ever to stand out.²



Online car shopping

Competing with the convenience of online shopping forces dealers to place an even greater emphasis on their customer experience.²

3 customer satisfaction challenges



Taking customers' minds off the wait

Customers know that servicing their car is a necessity, but they'd rather be doing just about anything else. In many cases, keeping them occupied lessens the dissatisfaction of waiting, so simply creating a tolerable experience with free snacks, Wi-Fi and TV is a win.



Winning over top prospects

When customers are sitting in the waiting area, they're primed to be pitched to and won over with exceptional service. Yet many dealerships fail to capitalize on the prospects sitting right in front of them.³



Making millennials happy

Millennials aren't that into cars and haven't necessarily been dreaming of buying a particular car. Their focus is instead on the buying process, which puts tremendous pressure on dealers to rebuild their process around this emerging majority of car buyers.⁴



How DIRECTV keeps business running smoothly

The main factors keeping automotive businesses from achieving greater success are customer dissatisfaction due to drawn-out waits, employee retention and a competitive marketplace.

1 Make wait times more productive

PROBLEM

The lack of a reliable “promise time,” auto maker executives and service consultants warn, inconveniences and frustrates customers. They say it can lead to low scores on customer satisfaction surveys and discourage loyalty and retention.⁵

SOLUTION

With a wide variety of popular programming and music channels to fill the void, DIRECTV draws people’s attention as they wait. Having programming options that entertain customers is an effective way to help people take their minds off longer-than-expected delays.

2 Increase technician loyalty

PROBLEM

The annual turnover rate for all dealership positions is 39.4%. That figure is a 3% increase year over year.⁶

SOLUTION

DIRECTV is an inexpensive way to enhance the workplace and provide more incentive for employees to stay. Break times are more enjoyable. Music in the garage area is higher quality. And technicians get the impression that ownership cares about their needs.

3 Stay ahead of the competition

PROBLEM

90% of car shoppers are more likely to visit your website and 5.3% more likely to visit your dealership if you have positive dealership reviews online.⁷

SOLUTION

A better waiting area can be a big factor in customer reviews—thus contributing to a competitive advantage. DIRECTV can help improve the waiting area by giving customers the option to watch TV just like they would at home. With DIRECTV’s variety of channels, dealerships can keep up with top news stories, big games and popular shows—and dealerships can keep them as customers.



DIRECTV reduces perceived wait times

Auto dealerships can enhance the customer experience and make waiting more enjoyable. Studies prove that when people have something to watch, the wait feels shorter.⁸ DIRECTV is the perfect diversion to keep everyone calm, so the sales team and technicians can concentrate on their jobs.



Zoom past the competition

DIRECTV helps to differentiate an automotive business from the one down the street.



Enhance employee experience

When hard working mechanics need a break, there's no better way to help them relax than with DIRECTV. Plus, music channels let the staff listen to the genre of their preference, commercial-free.



Drown out the drills

When customers walk in and see and hear DIRECTV, they'll feel at ease. It's far more appealing than banging and clanging!



Keep customers coming back

Not only will customers who have positive visits come back regularly, but they'll be more likely to refer their friends and family.

Going the extra mile with optional add-ons

Dealers can one-up the competition with next-level entertainment by adding these incrementally valuable DIRECTV features to their service.



Game on

Customers won't miss a minute of the action with DIRECTV's popular sports packages. Dealerships can pump up fans of all kinds with NFL SUNDAY TICKET, MLB EXTRA INNINGS® and NBA LEAGUE PASS, just to name a few.



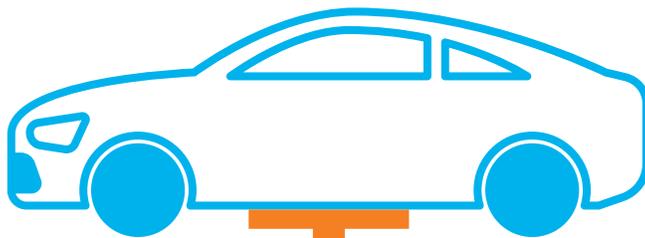
TV that speaks their language

DIRECTV is fluent in international programming, so auto businesses can choose from a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Dealerships can go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



DID YOU KNOW?

A waiting-room TV helps reduce a customer's perceived wait time. When a TV screen is present in a waiting room, a customer's wait can feel up to 33% shorter.⁸

1. <https://www.advantagetec.com/2016/05/dealer-tv-advertising-technology/>

2. <https://www.automotivebuysellreport.com/auto-dealerships-fine-tune-their-customer-experience-to-remain-competitive/>

3. <http://www.automarketing.com/trends/abn-aims-reprogram-your-service-waiting-room>

4. <https://www.theglobeandmail.com/globe-drive/news/industry-news/how-millennials-are-forcing-dealerships-to-change-the-selling-strategy/article22828996/>

5. <http://www.autonews.com/article/20170417/RETAIL05/304179978/why-is-it-so-hard-to-predict-how-long-it-will-take-to-fix-a-car%3F>

6. <http://www.drivingsales.com/news/nada-study-reveals-71-percent-turnover-for-dealership-sales-positions/>

7. <http://www.v12data.com/blog/5-tips-get-better-dealership-reviews-online/>

8. <http://blogs.spectrio.com/advertising-options-for-the-waiting-room-tv-in-your-auto-shop>

©2017 AT&T Intellectual Property. All Rights Reserved. AT&T, Globe logo, DIRECTV and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. All other marks are the property of their respective owners.