

DEALER ePROCESS CARES

Dear Dealers,

During this time of uncertainty and social distancing, DEP believes it's critical to support dealers with tools **(at no-charge)** and strategies that can help maintain at least a portion of your sales operations.

With that in mind, we're offering existing DEP website clients an opportunity to add the following dynamic tools to your DEP website **FREE** of charge for 60 days: our digital retailing solution, SARA, our customizable pop-up offer system, DriveCentive, and our 24/7 managed chat service, Chat Unlimited. These will increase opportunities to communicate with customers and reduce costs with 3rd party providers. Please contact your account manager if you want to add any of these tools to your website. Below please find strategies and ideas on deploying these Dealer eProcess tools.

Thank you for your partnership and loyalty,
The Dealer eProcess Team

COVID-19 DEALER PLAYBOOK

SARA: Digital Retailing

Strategies And Ideas To Support An Online Sales Process

- A customer can fill out the SARA app to determine interest rates, select their preferred lender, evaluate their trade, determine their equity, and receive an estimated payment based customized for them.
- Schedule remote test drive (emphasize cleanliness of vehicles during conversations with shopper as well as using) and offer to bring the vehicle to the consumer
- A full credit app will still be required for purchase, so be ready with that application if the customer decides to move forward and buy the vehicle.
- Request shopper take photos of current driver's license and insurance cards to send via text or email.
- If deposit is part of transaction, collect payments using the following:
 - Credit Card Payment (waive normal CC payment limits)
 - Set Up Venmo And PayPal Accounts To Avoid Transaction Fees
 - Deliver Fully Disinfected Vehicle Up To XX Miles From The Dealership
 - Consider Offering A 3+ Day Return Policy To Ease Decision Process

DriveCentive: Targeted Pop-Up Offer System

Assists In Promoting The Special Options Below And/Or Incentives To Drive Interest In Vehicles

- Home page displays for DriveCentive could focus on broad messages promoting special efforts by the dealership to provide a safe/accessible shopping experience.
- Shoppers on homepage or SRP/VDPs could be served messages about:
 - No Payments For 90 Days
 - Remote Test Drives Up To XX Miles From Dealership
 - Free Vehicle Delivery Up To XX Miles From Dealership
 - Promoting SARA To Complete Much Of The Sales Process Online, Etc.
 - Certain "Robust" OEM Offers That Are Coming Out In Response To The Current Situation

Chat Unlimited

Messaging Can Be Customized To Deliver Dealer Specific Messaging

- Reassuring Shoppers About Vehicle/Dealership Cleanliness Initiatives
- Promoting SARA And A No-Risk Online Sales Process Including Remote Test Drives, Vehicle Delivery, Etc.