SOLUTIONS FOR THE
AUTOMOTIVE INDUSTRY

DIRECTV
FOR BUSINESS
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 a welcoming environment and keep customers pulling into the business is to shift out of neutral with DIRECTV.

BEST PRACTICES TO DRIVE UP SATISFACTION

In addition to cleanliness and good coffee, the sparkplug 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.

Did you know

54% of consumers would buy from dealerships who provide better experiences compared to lower prices.¹²
SOLUTION FOR THE AUTOMOTIVE INDUSTRY

3 DEALERSHIP WAITING ROOM TRENDS

MORE ENTERTAINMENT
A recent survey revealed that 52% of consumers feel “anxious or uncomfortable” when visiting a dealer. That’s why dealers are introducing more entertainment inside waiting areas, like the ability to watching a movie or even play a game of pool.3

EXPANDING AMENITIES
Many people think that big money is made in vehicle sales, but it’s actually the service department that brings home the big bucks. That’s one of the reason dealerships try to make their waiting areas warm and inviting.3

CONCIERGE SERVICE
Dealers are offering services like ride share, business services, and free Wi-Fi to help customers that have to wait for their vehicle.

3 CUSTOMER SATISFACTION CHALLENGES

Offer superior amenities
Transform your waiting area into a lounge with TV, books, free WIFI, comfortable seating arrangements, and complimentary snacks. The more at-ease customers feel in your facility, the greater the likelihood of them becoming lifetime customers.4

Winning over top prospects
Additional amenities can help keep business consistent throughout the day as customers are more willing to wait and use the time to work remotely or pamper themselves.5

Making millennials happy
60 percent of millennials stay loyal to brands they purchase from. With 73 million total, Millennials prefer brands who offer a unique experience, value for their money and great customer service.6
1. Make wait times more productive

**PROBLEM**
Waiting in line when you have an appointment and spending more time at the dealership than you thought can be frustrating.

**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**
Service technicians are among the most challenging auto dealership jobs to fill and retain. When a dealership employee leaves the business, the costs of an open role add up quickly, causing dealership profits to disappear.

**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**
According to a survey by Podium, 93% of consumers say online reviews have a direct impact on their purchase decisions and a majority of consumers say they trust online reviews as much as recommendations from family and friends.

**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.

**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.
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. 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, Directv Music Choice Premium lets 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**

The need for consumers to engage with car dealerships will remain high for the foreseeable future, for both car servicing and new car purchases. Research shows in 2022, there will be an estimated 76 million vehicles aged 16 years or older in the United States.
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.

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**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 packages like NBA LEAGUE PASS, MLB EXTRA INNINGS®, NHL® CENTER ICE®—plus exclusive programming like NFL SUNDAY TICKET, ESPN COLLEGE EXTRA, and ESPN+ for Business (PGA Tour Live being included).

*With DIRECTV and NFL SUNDAY TICKET. Out-of-market games only included in NFL SUNDAY TICKET subscriptions. Select international games excluded. Professional and collegiate sports subscriptions sold separately. Blackout restrictions apply.

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**TV THAT SPEAKS THEIR LANGUAGE**

DIRECTV is fluent in international programming, so there’s a wide variety of foreign-language packages featuring channels from around the globe.

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**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.

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87% OF AUTOMOTIVE SUBSCRIBERS THAT HAVE DIRECTV FOR CUSTOMERS/PATIENTS RATE DIRECTV GOOD, VERY GOOD OR EXCELLENT FOR HELPING CUSTOMERS/PATIENTS PASS THE TIME.1

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1. A study on the “State of the Connected Customer” conducted by Salesforce
2. https://v12data.com/blog/54-consumers-would-buy-dealerships-who-provide-better-experiences-compared-lower-prices/
5. https://www.dealerrefresh.com/5-reasons-online-reviews-directly-impact-dealerships-bottom-line/
7. https://www.dealerrefresh.com/5-reasons-online-reviews-directly-impact-dealerships-bottom-line/
8. https://v12data.com/blog/54-consumers-would-buy-dealerships-who-provide-better-experiences-compared-lower-prices/
9. https://v12data.com/blog/54-consumers-would-buy-dealerships-who-provide-better-experiences-compared-lower-prices/
10. https://v12data.com/blog/54-consumers-would-buy-dealerships-who-provide-better-experiences-compared-lower-prices/
11. Based on a December 2021 and January 2022 national survey of Business viewing subscribers who expressed an opinion.