ENHANCING THE CUSTOMER PURCHASE EXPERIENCE

SALES AMENITIES GUIDE AND CHECKLIST

ABOUT CUSTOMER SATISFACTION...

No one enjoys an extended dealership visit to purchase a vehicle. But you can greatly enhance the experience by making the process go smoothly and providing customers with a clean, comfortable, and welcoming facility. That shows you appreciate customers' business, helps set your dealership apart from the competition, and can bolster your dealership's sales satisfaction, potentially leading to increased owner loyalty and repeat business.

ABOUT CUSTOMER SATISFACTION

Your dealership facility really is important to the customer experience. According to the 2024 J.D. Power SSI (Sales Satisfaction Index) study, Kia customers had the highest average time spent at the dealership (225 minutes, or almost 4 hours!) for the vehicle purchase process, compared to other mass market brands.

With the long transaction time, customers who rated the dealership amenities at a 9 or 10 on a 10-point scale (10 being "truly exceptional" and 1 being "unacceptable"), had an overall sales satisfaction score of 935 compared to a score of 451 for customers that had marked 1 or 2, a 484 points difference!

FIRST IMPRESSIONS MATTER

The exterior of your dealership should be clean and well-maintained, inviting your customers to come inside. Landscaping should be attractive (check that there are no weeds, overgrown or dead plants, etc.) and maintained so as not to block visibility of signage. In addition, verify daily that all exterior signs are clean and fully lit and that any directional signage is easily understood by customers. Excessive sale flags or banners on the lot and stickers/paint on the front windows of your dealership can cheapen the overall impression of your facility, so try to maintain a façade free of clutter and worthy of the higher end customers you are trying to attract.

THE SHOWROOM

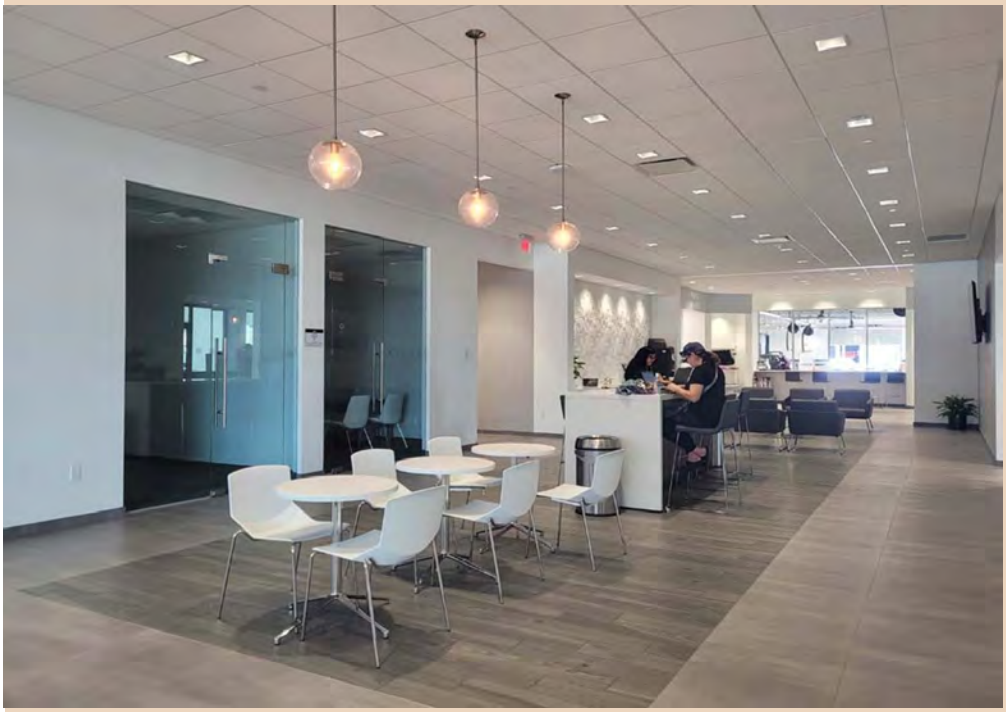
When customers first walk in, you want them to feel inspired, so make sure the cars are the star of the showroom. Position the vehicles to facilitate easy walk-around without overcrowding and leave them unlocked so that your customers feel comfortable exploring. Keep the area spotless and leave any visible desktops and other surfaces uncluttered. Check that all showroom promotional displays and Kia graphics are current and well-maintained. And if you have a digital showroom kit installed, check operation daily and wipe screens frequently with a soft cloth to remove any lingering fingerprints and smudges.

From the showroom area, use clear interior signage so that customers may easily identify and access the main convenience areas, such as restrooms, lounges, service areas, etc.

Accessibility/Awareness

Let customers know what amenities your dealership has to offer. You can provide a list of amenities on your dealership's website to help them plan ahead, and then post the list in your customer lounge for easy reference as well. Sales Consultants should also promote the amenities with every customer throughout the purchase process, or at least while escorting them to the lounge area.

CREATE A COMFORTABLE CUSTOMER LOUNGE



You can adopt some best practices in your customer lounge to enhance the sales experience, whether the lounge is shared or separate from the Service Department. Some of these are simple, quick, and inexpensive. Others require a little more effort and planning. But all have the potential to create more satisfied customers that can lead to repeat business and customer loyalty.

Attractive Displays

Having professional displays in the customer lounge or near its entrance can add revenue to your dealership. Displaying new vehicle brochures (whether digital or print) allows customers to learn more about Kia's product line-up for future purchase needs, while parts and accessory brochures promote awareness that your dealership offers genuine Kia parts and accessories. Keep promotional materials and product displays up-to-date, neatly organized, and arranged to avoid clutter. An open feel to the area enhances a customer's overall perception of your dealership.

CREATE A COMFORTABLE CUSTOMER LOUNGE

Replenish/Refresh

It is highly recommended that amenities be free and easily accessible. No customer wants to ask for complimentary service, so don't stash snacks behind the desk or keep your Wi-Fi information out of sight. Have an employee check the waiting area frequently to make sure that amenities are restocked as needed and that fresh coffee is brewed and readily available. If a customer is unaware of or unable to use your amenities, your investment won't produce the desired customer experience.

Snacks and Beverages

Provide a variety of complimentary snacks to accommodate all customer tastes, including healthy choices such as granola bars or fresh fruits. They'll appreciate having a few options to choose from.

The more beverage options your customers have, the more likely they'll be pleased with their experience at your dealership. Single-serve coffee and tea machines (such as Keurig) are frequent customer requests and ensure a fresh cup every time. If a single-serve coffee machine is not available, make sure the coffee pot is changed frequently (ideally once per hour) to maintain freshness. Hot water and teabags are also great. Cold water, juice, and soft drinks are also recommended.

CREATE A COMFORTABLE CUSTOMER LOUNGE

Business Workstations

Some of your customers will be waiting during their work hours, so helping them be productive shows that you value their time. A workstation or two fitted with spots to plug in laptops or other electronic devices will help keep busy customers connected and content.

Television

An HD (high definition) or 4K flatscreen television of at least 50 inches, equipped with cable or satellite channels, is recommended, but be sure the television is set to appropriate channels to prevent alienating your customers. In addition, a common customer complaint is that the waiting area's background music or television is too loud, so keeping the sound off (or very low) and utilizing closed captioning is a great alternative. And always ensure that the remote is kept easily accessible to employees to adjust channels/volume as needed.

Private Spaces

Customer privacy for the purchase transaction is extremely important as sensitive information are being shared, so make sure your dealership has a designated area for the negotiation process that is comfortable and private for customers.

CREATE A COMFORTABLE CUSTOMER LOUNGE

Wi-Fi/Internet Access

Customers are likely to spend the bulk of their time at your dealership with an electronic device in hand. To enhance their experience, provide a customer-dedicated WiFi network with sufficient capacity to meet their needs. Display clear signage that conveys WiFi availability with easy access to the network name and password (if required). Have extra charging cables on hand to loan out to customers who may have forgotten theirs.

Pet-Friendly Areas?

You may want to allow well-behaved pets or be required to allow service animals in the waiting area. Discuss the options for doing that with your General Manager.

Comfortable, Welcoming, and Clean

Keep the customer lounge clean and quiet with plenty of space to move around. Make sure that customer restrooms are clean and well-stocked with backup supplies out of view. If you have a children's play area, win the hearts of busy parents by keeping it sanitized and stocked with safe and appropriate toys, games, and books — or even a small TV — to keep children entertained.

A great way to keep your dealership clean and comfortable is to set a cleaning standard. Most top-performing dealerships have a staff member clean the waiting area and restrooms two or three times per day, or more frequently as needed.

You can also enhance the customer lounge by incorporating greenery and making sure your existing furniture is clean and in good condition, ensuring the lounge is warm and welcoming for customers.

MAINTAIN AN ORGANIZED DEALER LOT

Parking and Ease of Getting In/Out

We know the frustration of trying to find a parking space at a busy center or business establishment. To prevent customers from experiencing the same issue visiting your dealership, make sure there is clearly designated parking for customers within sight of the showroom entrance and monitor the area for traffic. If the area becomes full, expand by moving lot units to another location or create another designated area for customer parking. Dealer inventory vehicles should also not block entrances so that customers can easily drive in and out of your facility.

For ease of customers getting around your facility, ensure that there is clear signage to help direct customers to the proper area - whether the sales showroom or the service drive - and to help customers navigate smoothly and safely out of your dealership.

Dealer Lot Inventory

Making it easy for customers to view your inventory helps promote a smooth purchase experience from the very start. Ways to do this include:

- Parking vehicles with adequate space in between so that customers may easily walk around and explore your inventory.
- Ensuring the lot is well-organized by parking vehicles of similar product types together (i.e. SUVs, sedans, etc.) and from highest to lowest trim.
- Having clear signage or labels to clearly mark sections or groups to make it easier for customers and sales staff to locate what they're looking for quickly.
- Walking the lot periodically to ensure it's clean and trash-free.
- Checking the vehicles to make sure they are always in presentable condition (i.e. washed and clean inside -out and vehicle can start if it's been on the lot for an extended period) - have a process for vehicles greater than 60 days.

DEDICATED VEHICLE DELIVERY AREA

Leave a positive last impression with customers by providing a perfect vehicle delivery. Afterall, a car is considered the second highest purchase in a person's life so it's very important to make the delivery experience smooth and problem-free. Having a dedicated vehicle delivery area will allow your sales staff to properly perform the following tasks prior to vehicle delivery:

- Do a thorough walk-around of the vehicle to make sure the vehicle is perfect and problem free, meaning there are no scratches, dings, or smug marks on the exterior.
- Check that the interior is clean, vacuumed, windows polished, and dashboard wiped down.
- Remove all protective wraps such as paper floor mats, plastic seat and steering wheel covers.
- Inspect the tires to make sure they are at the right pressure and that the fuel tank is full (for EV, battery is fully charged).
- Confirm that all vehicle manuals and accessories that come with the vehicle are included by checking the glove box and trunk area.

Your dealership facility plays a major role in the customer experience from start (driving in the lot) to finish (taking possession of their vehicle). So make sure you review your current facility standards and see where improvements can be made with the checklist provided in this guide.

CHECKLIST

Review your dealership's amenities by checking what you already offer and plan for upgrades by checking what you can or want to add.

AMENITIES	Have	Add
Coffee		
Tea		
Other Beverages (e.g. sodas, juices)		
Bottled Water		
Snacks (e.g. cookies, pastries, popcorn)		
Healthy Snacks (e.g. fruits, granola bars)		
High-Speed Internet Access/WiFi		
Flat-Screen Television		
Charging Outlets for Electronic Devices		
Kids Area/Toys for Children		
Baby Changing Station in Restrooms (Both Men and Women)		
WAITING LOUNGE UPKEEP	**Have**	**Add**
Check and replenish snacks and beverages **at least 2-3 times per day**		
Brew fresh coffee at one-hour intervals or use a Keurig-type machine		
Wipe down and clean the waiting room **at least 2-3 times per day**		
Check and replenish restrooms **at least 2-3 times per day**		
Check television has sound low/off with captions on		
Check and remove outdated newspapers/magazines		
Check to ensure waiting room temperature is comfortable		
Display brochures neatly in the customer lounge or near its entrance		
PARKING AREA	**Have**	**Add**
Have designated area with plenty of space for customer parking		
Monitor parking lot to ensure availability for customer parking		
Check and move vehicles to ensure entrances and exits are not blocked		
Have clear signage to direct customers around facility		
DEALER LOT INVENTORY	**Have**	**Add**
Organize vehicles by product type, trim, color – have a plan		
Check vehicles to ensure they are presentable, clean, and damage-free		
Verify Batteries (12V and EV) are properly charged and ready		
Ensure the lot is clean and trash-free		
OTHER IDEAS	**Have**	**Add**

KIA