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FROM THE CORNER OFFICE

The final step to creating a rewarding dealership experience

BY IAN REILLY

From the time today's consumers start shopping for goods and services to when they take the final step for payment, they expect every part of their retail experience with every retailer to be consistent, effortless, and rewarding. Those expectations apply whether they're shopping online at Amazon or in an Apple Store – or with the dealership.

Two major trends are driving these consumer expectations. First, mobile technologies are giving consumers the tools to access and handle information anytime, anywhere. Second, the move toward personalization in retailing means consumers are expecting retailers to engage with them as individuals.

When it comes to paying for goods and services, those trends manifest in consumers' expectation to be able to pay when they want and how they want from



every retailer, including dealerships.

Can I review my service invoice online and pay directly with credit from a link in the notification email from the dealership?

Is there an option to store my credit card information for future dealership purchases?

Can I pay in store at the dealership us-

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ing my smartphone's “mobile wallet” app the way I can at other retailers?

Leading DMS providers are helping dealers answer these questions affirmatively for consumers by connecting the DMS to newer, more secure payment technologies. Those technologies are the same ones automobile dealers are investing in to improve transaction security.

That synergy between DMS providers and credit card processors is resulting in dealers being able to deliver a full set of payment options to their customers.

These options can enable consumers to pay for dealership services online, over the phone, in store, or through mobile devices using any form they choose, whether it's cash, check, credit card, or mobile wallet.

All of this is good news for dealers, given those payment technologies will exercise greater influence on consumer expectations over time.

The integration between the DMS and these new payment systems is one more tool dealers can use to better meet consumer expectations and deliver a more consistent and rewarding consumer experience from start to finish.

Ian Reilly is the vice-president of sales for Reynolds and Reynolds (Canada) Ltd.