



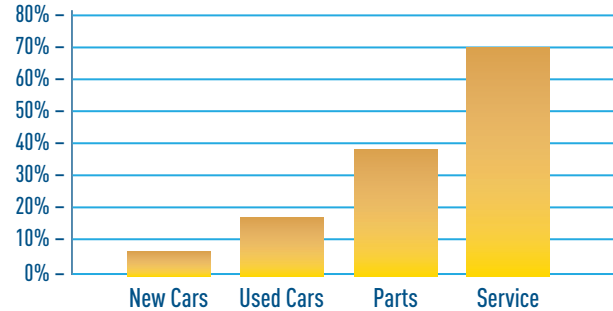
**THE DIRECTV® FOR BUSINESS SOLUTION FOR**  
Auto Sales, Service and Parts Stores



## THE SITUATION

For automotive businesses, providing good service is a constant challenge for several reasons. Built-in delays that require extended wait periods can really throw a wrench in the customer experience. Today's car models rely on patented technology, making repairs more complex and time-consuming. And new shops bring new opportunities, which makes it more difficult to retain skilled technicians. DIRECTV can help curb customers anxiety, keep mechanics happy during breaks and enhance the work environment.

Gross margins for a typical auto dealership

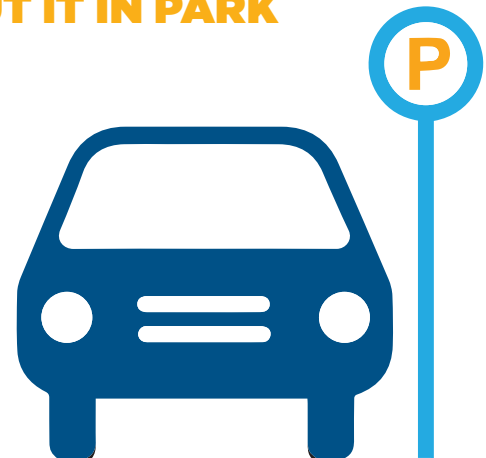


### DID YOU KNOW?

National Automobile Dealer Association statistics indicate that while automotive dealer service departments only account for 12% of total revenue, they produce over 60% of a dealership's net profit.

## BEST PRACTICES WHEN CUSTOMERS PUT IT IN PARK

It is critical for service departments and auto shops to provide service in a timely manner. Of course, that isn't always a possibility. So when delays occur, DIRECTV can be an important tool for keeping customers' minds off the wait.



## TOP 5 INDUSTRY TRENDS



### Energy-efficient cars<sup>1</sup>

As gas prices skyrocket and protecting the environment becomes a greater priority, the market for hybrid and electric cars continues to grow.



### Extended ownership<sup>1</sup>

As the country still feels the effects of the recession, people are hanging onto their cars longer and holding off on car buying.



### Used car sales<sup>1</sup>

With higher priced used cars due to a lack of supply, consumers are preferring to purchase new cars.



### Miles driven<sup>2</sup>

A combination of high gas prices and the economic downturn has influenced people to drive less, which means less wear and tear, and ultimately, fewer repairs needed.



### Unperformed maintenance<sup>2</sup>

Many car owners neglect to take proper care of their vehicles. It is estimated that one in 10 drivers ignores the check engine light.

<sup>1</sup> <https://www.franchisehelp.com/industry-reports/automotive-franchise-industry-report/>  
<sup>2</sup> <http://www.franchisedirect.com/automotivefranchises/automotiveindustrytrendsbusinessreportii/7/249>



# TOP 10 INDUSTRY CHALLENGES AT A GLANCE



## The perception of slow service

Having work done on your car is enough of an inconvenience. Add a lengthy wait time and customer satisfaction can go downhill fast.



## High turnover

It is becoming increasingly difficult for shops to retain skilled technicians. Incentives such as profit sharing and 401k plans are being offered to convince employees to stay.



## Dealership reliance

Dealers who have a greater familiarity with new, more complex model-specific technologies are acquiring customers in need of repairs.



## Demand-based inventory management

Dealers must apply market data to get a more accurate gauge of demand in order to maximize faster-moving colors and configurations.



## Pricing by market

Dealers will need to adjust to “in the market” pricing to stay competitive and offer value in the eyes of the consumer.



## Minimal negotiation

The days of a car shopper talking down the price of a car are nearly over. The new process requires more upfront transparency and fairness.



## Moving toward an e-commerce style

While the car-buying process may never be as simple as point-click-buy, there are elements of online car shopping that dealers need to embrace.



## A bad economy

When consumer budgets get tight, car maintenance gets put on hold.



## Keeping up with technology

Modern car models can have a dozen computers in them. Technicians need to stay educated with fast-paced technology to make repairs.



## A shortage of capable mechanics

The demand for skilled technicians is as high as ever—and it will climb even higher as the current generation of mechanics retires.

## HOW DIRECTV HELPS OVERCOME ROAD BLOCKS

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



### 1 MAKE WAIT TIMES MORE PRODUCTIVE

#### PROBLEM

“Fixing cars is an unpredictable science. Sometimes we can have a customer in and out of here in 20 minutes. Other times, things back up and customers have to sit around for a while. When that happens, they get impatient and can pester our staff, cutting into our productivity.”

#### SOLUTION

With a wide variety of popular programming and SonicTap® 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** — “Some very talented mechanics have come through here. With so many new shops opening up, there are just a lot of opportunities out there. We offer competitive compensations, but I could see how the employee experience is a bit mundane.”

**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 COMPETE WITH THE BIG GUYS

**PROBLEM** — “Dealerships around here give you all the bells and whistles. We don’t have room for a kid’s jungle gym and a popcorn machine. Isn’t there a simple way to show we care about our customers and the time they spend here, so they don’t decide to go to a dealership?”

**SOLUTION** — A flat-screen TV with DIRECTV goes a long way. With affordable packages that have the shows your customers want to watch, you don’t have to pass the extra costs of extravagant gimmicks onto your customers. DIRECTV is easy, convenient and economical.

# DIRECTV ACCELERATES PERCEIVED WAIT TIMES

You 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 your team can concentrate on their jobs.



**Perfect for customers of all ages**—Show programs that are appropriate for your customers—from kids’ shows and family movies to sporting events and news.



**Zoom past the competition**—DIRECTV helps to differentiate your automotive business from the one down the street.



**Ratchet up the employee experience**—When hard-working mechanics need a break, there’s no better way to help them relax than with **DIRECTV**. Plus, SonicTap® Music Channels lets the staff listen to the genre of their preference, commercial-free.



**Drown out the drill sounds**—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 also they’ll be more likely to refer their friends and family.



# 4 PLACES DIRECTV MAKES A DIFFERENCE

1 Drive down perceived wait times in your waiting room.

2 Rev up the atmosphere in your lobby.

3 Bring more good times into your breakroom.

4 Add an extra perk to your private offices.

# 36%

The percentage by which people overestimate actual wait times.



# 100%

The close rate for an auto dealer's fixed operations (service) department. Every customer who visits produces revenue for dealerships.

**50,000**—The approximate number of new and used car dealers in the U.S., which have a combined annual revenue of about \$700 million.

# 87%

of business subscribers believe **DIRECTV** helps customers pass the time.\*

# 86%

of business subscribers that subscribe to **DIRECTV** SonicTap<sup>®</sup> Music Channels believe that SonicTap<sup>®</sup> creates a livelier atmosphere.\*\*

# 13

 years in a row, **DIRECTV** has rated higher in customer satisfaction than cable.

In fact, **DIRECTV** is #1 in customer satisfaction over all other cable and satellite providers.\*\*

\* As compared to the largest national cable & satellite TV providers. 2013 American Customer Satisfaction Index.

\*\* Results are based on a March 2013 national survey of 503 DIRECTV business viewing subscribers with at least 3 months' tenure who expressed an opinion.