

How does Dealer Pay increase my CSI Scores?

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The answer to that question is “YES!”. You’re probably asking yourself, “How?” Let’s set the stage and show you how.

Processing Payments in service and sales, you always have the option to pay onsite. With Deal Pay’s dealership-specific point of sale software, the payment process is quick and easy. Dealer Pay provides several options to pay that make it fast and efficient for your customers. Onsite, they can insert, swipe or tap their card, phone or watch. Terminals are customer-facing, provide a contact-less experience and offer “quick chip” technology which processes a payment under 2 seconds! That’s right. No more, “Awkward wait and see if the card goes through moment!” Ugh.

Let’s focus on the sale process. A customer walks into your store, picks a vehicle, negotiates a reasonable price, and come to an agreement to buy. That’s typical, right? Deal done, but what about when a customer comes in, picks a vehicle, LOVES it, but needs to consult with another decision maker? i.e., Spouse or parent. Of course, the dealership is going to try to close the sale, but sometimes that doesn’t work. The customer walks out the door with promises of returning later. Occasionally, the customer will call in and say, “Okay, I want the car, but I can’t come in until Saturday. Will you hold it for me? Of course, you’re going to say, “Sure!” I’ll need a partial payment, so I can pull it off the lot for you.”

Has this ever happened? Finance is busy and cannot call to get the payment. Your cashier is slammed in service and the salesperson doesn’t know how to run a payment. Your sales manager is off evaluating a trade-in, and by the time they’re back, the salesperson is with another customer. In ANY of those scenarios, the customer is left waiting and wondering why. I just want to buy a car.....

With Dealer Pay, your salesperson says, “Sure! I will text or email you a request for payment. Upon receipt, I will pull the car and put your name it!” Super easy. Salesperson receives email confirmation of payment, so there is no wait time and/or questions of payment. Result, the dealership has the customer’s payment, and they can rest assured that they are not out shopping elsewhere for a vehicle!

Speed and efficiency are what you and your customer want. The customer is thrilled to know that they purchased a car and not have to wonder if someone else is driving it or worse, buying it?! When they receive the survey, they are going to be impressed that their buying experience was made easy.

Another situation that happens regularly is that the customer would like to put money down to order or hold a vehicle but wants to finance the full amount. Refunding the payment to the customer is very easy, whether it is days, weeks or months after the initial payment was made! With Dealer Pay’s reporting and search function, the Finance Manger would simply search the customer’s name or any other identifying information and with one click the transaction is refunded. The Dealership no longer needs the card number from the original payment. Or waste time or money issuing a check. It’s so simple.

Let’s talk about your service area. A customer brings in their vehicle, the dealership performs the requested service, the customer pays then they head out! Ideal, right? But it’s not always that simple. What happens when the shuttle takes them to work? Or when they drop off their car the evening before? Or when it’s left overnight for a larger repair that may take several days? In those scenarios, the customer isn’t onsite when the service is completed. A service provider

calls the customer to let them know their vehicle is ready to be picked up and how much they owe. At that point the customer must figure out when to pick up the vehicle and how to make payment. With Dealer Pay, a text or email payment request could be sent. Plus, a credit card could be accepted over the phone as well. Refunding is simple too. An error in payment or the dealership decides a discount is warranted.

With any transaction, an email or text receipt can be sent to the customer with one click. Every dealership is looking for ways to cut costs and reduce the amount of paper used plus give customers the convenience they want. Millennials are not looking for a paper receipt, they want a text or email.

These payment options are the foundation of Dealer Pay and will increase CSI in several ways. Your overall experience score will increase if your payment process is simple and fast. Customers want to pay with their preferred method. The vehicle pick-up score (in service) will increase due to ease of making payment. Most surveys ask about the time it took to pick up the vehicle which ties directly to the payment process. A purchase survey asks about the finance process. Using Dealer Pay as your point-of-sale, the finance process is set to be simple and efficient.

Whether it's taking a down payment, completing service work, or processing a part's order, Dealer pay is a dealership's best solution against low CSI scores!