



MODERN RETAIL > DIGITAL RETAIL

# Stellantis Digital Certified Program

## Provide the Best Modern Retail Experience

Omnichannel Digital Retail comes complete with everything you need to offer customers an efficient, end-to-end digital transaction — remotely and in your showroom.



## Efficiency For Everyone

Automate every step of the purchase process, from how customers submit their trade-in and credit info to how you communicate and manage the deal jacket. This shaves valuable time off of every sale.

+85  
NPS SCORE



## Happier Customers

When customers can shop the way they want, save time and transact transparently, average Net Promoter Scores (NPS) soar to 85, blowing away the industry average of 39.



Request a live demo at [sales@cdk.com](mailto:sales@cdk.com) or call 888.424.6342.

### Your Omnichannel Store

New Pre-Owned LEASE FINANCE CASH

Compass



Starting \$27,495 MSRP

Gladiator



Starting \$37,845 MSRP

Grand Cherokee



Starting \$60,050 MSRP

Wagoneer



Starting \$63,946 MSRP

Wrangler Unlimited



Wrangler



# Fully Loaded

Digital Retail Omnichannel Storefront comes complete with everything you need to offer customers an efficient end-to-end digital transaction — remotely and in your showroom.

- 1 Remote Selling Tools**  
Internet and BDC teams can share links to an interactive Vehicle Details Page, where customers who inquire about pricing can begin building their deal.
- 2 Integrated Checkout**  
Enable customers to start structuring their deal right on your dealership website and then click to your Omnichannel Store to take the next steps.
- 3 Multiple Purchase Options**  
Show customers exactly what they'll owe for their vehicle (including taxes, fees and discounts), and let them choose how they want to pay for it.
- 4 Online Car-Buying Tools**  
Empower customers to build their own car deal — at home or in your showroom — with guidance from your agents.
- 5 Easy Trade Valuation**  
Enable customers to get a firm offer on their trade-in vehicle and determine their loan payoff using Trade Valuation or use a trade solution of your choice.\*
- 6 Service and Protection Plans**  
Drive more revenue by prominently promoting your service and protection plans throughout the car-shopping experience.
- 7 Systems Integrations**  
Integrates with your back-end systems, including the CDK CRM, which enables an industry-first bidirectional flow of data to reduce friction in the Sales process.
- 8 Showroom Tools**  
Enable customers to continue in store where they left off at home — without repeating any steps — using our customer check-in feature. Use the Vehicle Recommender to assess customers' needs, provide vehicle comparisons and help them decide on the right ride. Pencil deals side by side with your customers to reduce friction.
- 9 Secure Credit Application**  
Enable car shoppers to submit an online credit application and upload a photo of their driver's license. Everything's encrypted and secured by two-factor authentication.
- 10 Reservations and Deposits**  
Get a monetary commitment from quality customers who are more likely to buy.
- 11 Free Marketing Assets**  
Drive shoppers to your Omnichannel Store using marketing assets we provide that are completely customized to your brand.
- 12 Deal-Management Tools**  
Gain real-time visibility into every deal on the showroom floor and make adjustments as needed using our Deal View feature.
- 13 Documents**  
Save time by digitizing common sales documents, customizing them in seconds and sharing them with customers for e-signature.
- 14 Self-Guided Learning**  
Ensure your entire team is up to speed with Omnichannel Storefront content on CDK University prior to training day. CDK University is a learning portal that features multimedia courses and self-guided learning designed for each role within your dealership.
- 15 Expert Support**  
Get the guidance you need for digital retailing success. Your Implementation Specialist will lead your team through an extensive training during launch, and help you evolve your processes and optimize your results every few weeks thereafter.

\*The following third-party trade solutions are available for integration: Kelley Blue Book ICO, Kelley Blue Book Trade-In Value, TradePending, TrueCar and AutoHub.

**2X**   
**more engagement**

Dealers who use our digital sales platform report twice as much online engagement as the industry average.

**70%**   
**more efficiency**

Our omnichannel-commerce capabilities enable dealer partners to work multiple deals at once and sell 17 cars per person per month, on average — compared to the industry average of 10.

**2X**   
**more satisfaction**

Omnichannel dealer partners report an average NPS of +85, more than double the automotive industry average of +39.

Source: CDK Study