



# Updating Your In-Store Processes

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing In-Store Process training video which can be found at: [KiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources](https://kiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources)



Eliminating barriers between the customer and the salesperson to create an interactive and transparent experience builds trust by allowing the customer to be in the driver's seat.

## Take Your Customers from Online to In-Store

- Create a customer flow to take your customers from online to in-store with:
  - Transparency
  - Speed
  - Ease
  - Memorable experience
  - Choices
  - Options
- Digital Retailing tools should offer:
  - **Customization:** customer should be able to choose payments from an array of options
  - **Live Assisted Chat:** assign a champion to provide live assistance via chat. Keep the live-lead live and communicate with the customer when they are in your virtual showroom
  - **Trade Strategy and F&I Bundles:** give customers the ability to value their trade, emphasizing the best value online. Allow customers to research and select different protection products to protect their investment
  - **Digital Champion Involvement:** ensure your team values the customer experience. Follow up processes are the most important; ensure your team is familiar with the full online customer experience by taking the time to review the customer profile before reaching out.
  - **Brand and Marketing:** give customers transparency, options, speed, and ease they are looking for.
- Resources are the same both online and on the floor, maintaining a consistent experience for the customer throughout their buying experience