

# Gain More Efficient Deal Completion

ARE YOU THINKING OF  
**TITLING FOR A NEW TODAY?**

From your front office to your back-office, there's opportunity to develop a more efficient deal completion process for your staff and customers. Consider these simple tips:



## Understand your dealership's customer base

With digital retailing tools enabled — many dealers are seeing a 25% increase in out-of-state customers.\* This growth adds complexity to the way you process deals, both for your finance, and back-office teams. The back office knows your state's reg & title details, but it's tough for anyone to know the registration & titling ins and outs for all 50 states. Never mind keeping up to-date with changes.

### Untapped Opportunity:

Mine your customer data to understand where your customers reside. Look to see if they live in your state, bordering states, or in states across the country. It doesn't stop there — prepare to process registration & titling paperwork for all customers, as seamlessly as you do for your in-state customers. To do this, be sure to prepare your front and back-office staff with user-friendly processes that connect the customer details based on where the customer resides. This will ensure accurate deal processing customer by customer.



## Ensure desked deals include accurate reg & title fees

Comparing deal options is key to the negotiation process and customer confidence in their deal. However, with each deal you desk, and a monthly payment confirmed, how confident are you that it aligns to the proper taxes and fees for the customer's city, state and municipality? Feel confident deals can be met — ensuring payment doesn't shift outside their comfort zone.

### Untapped Opportunity:

With approximately 100 distinct taxes and fees, connect your front and back-office teams with comparison tools that hold true to the payment price offered, taking into account the varying registration and title taxes and fees across state borders.



## Empower your team with state-specific checklists

Out-of-state deals increases deal opportunities, however it also increases deal complexities stemming from 51 DMVs, close to 250 DMV forms, 100 additional supporting documents, and 300 possible reg and title transactions.\*\*

It takes time and effort to ensure accuracy, as well as knowing the right information to be collected, customer-by-customer, state-by-state. It's important to minimize these complexities for your dealerships back-office. Not having processes and solutions in place results in longer delivery times, and impacts CSI scores.

### Untapped Opportunity:

Minimize unnecessary additional customer emails and phone calls, or the need to ask customers to come back. Ensure your dealership has access to intuitive state-specific checklists to know exactly what signatures and documentation are needed, and which items need to be notarized across all 50 states.



## Support your customer with a personalized list of required documents

Customers are looking for a complete end-to-end experience. They expect your dealership to know how to process "their" deal. They expect you to know the state-by-state DMV rules, and help them with a personalized list of required documents for a simple deal completion — from details on paperwork they need to bring in, items to be notarized, inspection requirements, and insurance regulations.

### Untapped Opportunity:

Retain strong customer satisfaction for in-state and out-of-state deals. Be certain that you can provide each out-of-state customer with a personalized list of registration and title documentation to be completed based on their state DMV. This will help to deliver a solid customer experience and CSI scores.



## Implement technology to support the reg & title process

Dealers want to be able to deliver exceptional customer service even if a customer may not be able to go into the DMV because it's closed to the public or they're not comfortable going in person. Place DMV insight into your teams fingertips without mining websites and calling DMVs for deal completion.

### Untapped Opportunity:

Adopting an electronic solution eliminates the uncertainty of unfamiliar state rules and requirements. These solutions provide your dealerships back-office with guidance throughout the process to help ensure you can process registration & titling for customers regardless of the customers state and the DMV status.

\* Based on Dealertrack credit application data between December 2019 – February 2020 when compared with and without the adoption of Digital Retailing

\*\* Cox Automotive Internal Data

To further explore key areas for streamlining your processes and completing deals more quickly and accurately, [read this brief article](#).

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