



ASSURANT®

6 Steps to the F&I Deal: Where Digital Retailing Fits In

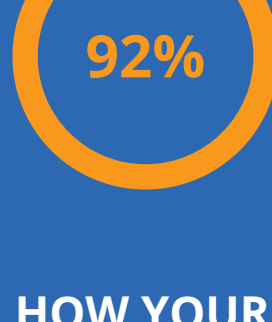
Meet your customers throughout their car-purchasing journey. Here's how to optimize these six areas to effectively support their experience.

Step 1: Consumer Research & Discovery

1

KEY RESEARCH FINDING

Customers who learn about F&I during their research phase are more likely to purchase products.



92% of car buyers want to learn more about protection products and review details online before purchasing.



HOW YOUR DEALERSHIP CAN RESPOND



Enable self-service research. Provide digital F&I information and marketing materials created by Assurant.



Be reachable. Ensure consumers can easily ask you questions in several formats. This includes email, text, online chat, phone and in-person.

BENEFIT: The need for F&I products and the value they offer consumers is set up at the beginning of the car-buying process — and it's delivered in a transparent, pressure-free way that builds trust between your consumers and your dealership.

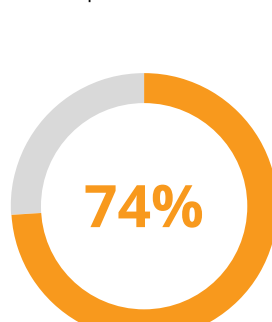
Step 2: Shopping & Test-Driving

2



KEY RESEARCH FINDING

Prepare your team to validate your customer's research during the test drive. Bring the online and in-person experience together, and collect customer data each step of the way. All of this helps your team set up the need for protection products.



Most U.S. drivers (74%) say they'll only purchase a car if they can test-drive it first.

HOW YOUR DEALERSHIP CAN RESPOND



Tailor the test-drive to the consumer's lifestyle. You can complete this step at their home, office or at your dealership.



Raise awareness. Discuss the need for F&I products during the test-drive.



Use the data. What did the customer look for or ask during their research? Be ready to respond to questions about F&I products.

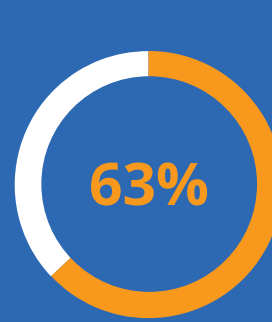
BENEFIT: Your knowledge and expertise validate the customer's need for F&I products. This increases the chance for attachment.

Step 3: Transition to F&I

3

KEY RESEARCH FINDING

Use your entire omnichannel experience, including sales staff and digital inputs, to uncover customer needs that you'll address during the F&I sale.



63% of consumers say they're more likely to buy an F&I product if they can learn about it on their own time.



HOW YOUR DEALERSHIP CAN RESPOND



Track your customers' interests. Gather information online, over the phone, in person and during the test-drive.



Share tracked information. Establish a process to share information with your sales and F&I teams. This ensures a cohesive transition from research to purchase.

BENEFIT: The omnichannel data you collect better positions your team to close the F&I sale.

Step 4: Needs Awareness & Assessment

4



KEY RESEARCH FINDING

Use digital tools to connect your customer's needs and lifestyle with protection products.

Top 5 pain points customers want solved:

1. Repair costs
2. Nationwide coverage
3. Roadside assistance
4. Car rental reimbursement
5. Transferable coverage

HOW YOUR DEALERSHIP CAN RESPOND



Create the need for your F&I products. Leverage Assurant's digital marketing materials, including videos and e-brochures. These address key customer pain points.



Build awareness. Use your digital toolbox. Answer questions through video conferencing, text messages, online chat and other formats.



Store information. Collect information from online and in-person assessments in one place.

BENEFIT: Your protection products and services are positioned as the solution to actual customer needs.

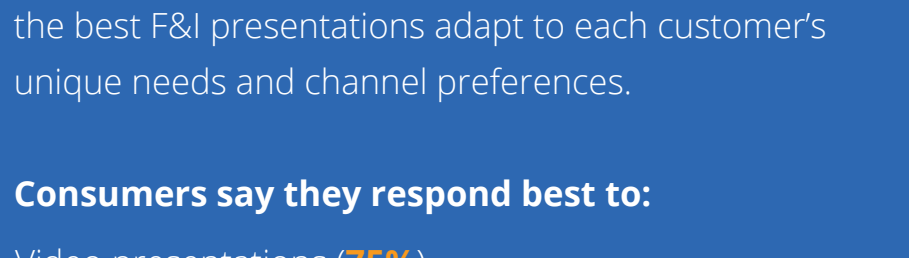
Step 5: F&I Presentation

5

KEY RESEARCH FINDING

As consumers communicate in different ways, the best F&I presentations adapt to each customer's unique needs and channel preferences.

Consumers say they respond best to:



HOW YOUR DEALERSHIP CAN RESPOND



Tailor customer presentations. Include engaging videos and informative graphics for each F&I product.



Share brochures. Assurant's digital brochures help customer learning on their own time.

BENEFIT: Increase F&I attachment rates by meeting customers at the right moment in the right format.

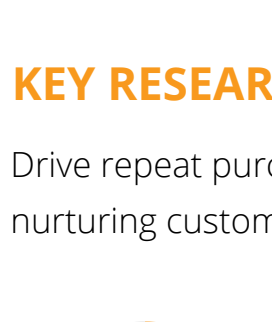
Step 6: Post-Sale Opportunities

6



KEY RESEARCH FINDING

Drive repeat purchases and service revenue by nurturing customer loyalty after the initial sale.



74% of consumers want a mobile app to connect with their dealership after they purchase a vehicle.

HOW YOUR DEALERSHIP CAN RESPOND



Stay connected. Use Assurant's Pocket Geek® Auto mobile app to connect to customers after purchase.



Communicate. Use the app to send timely maintenance reminders, custom deals and more.

BENEFIT: Increase customer lifetime value by driving ongoing loyalty and return visits.