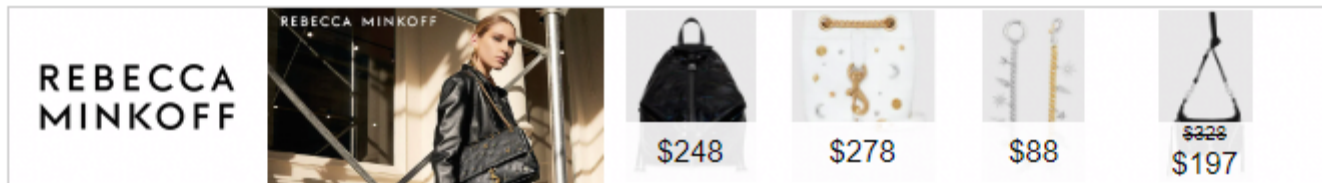


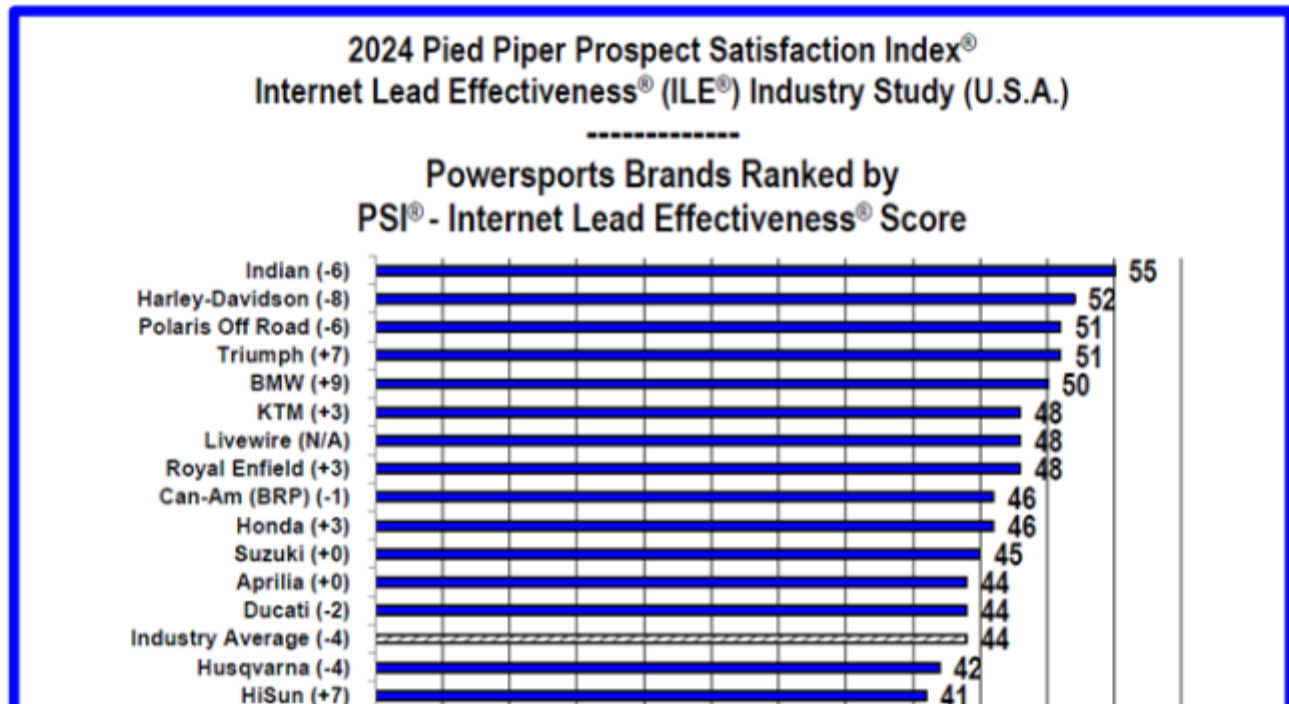
Home / Blogs / Dealer Consultants

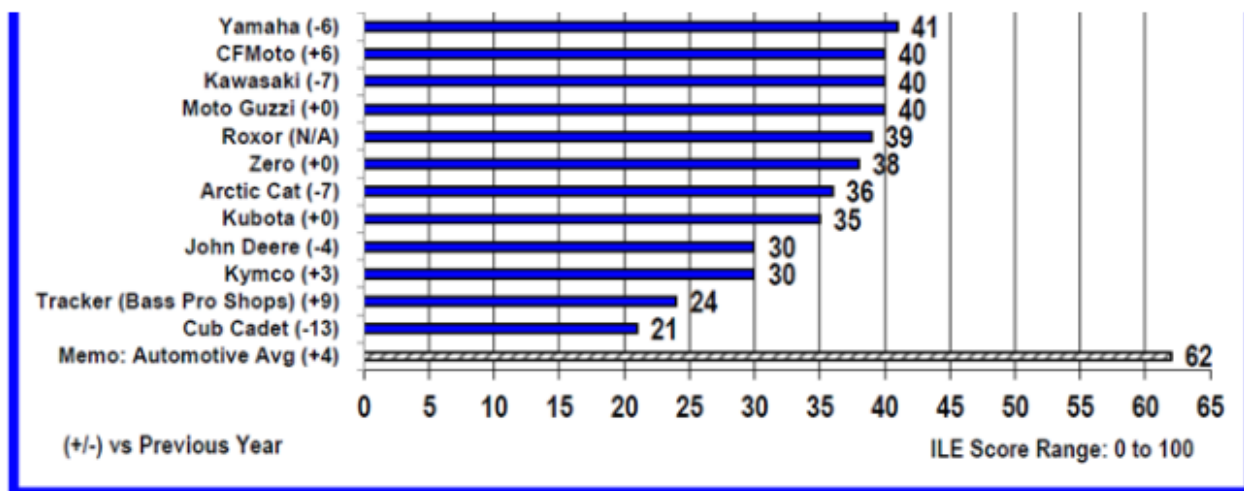
Indian Motorcycle dealers ranked highest in study measuring website responses

The Staff - April 8, 2024



According to the 2024 Pied Piper PSI Internet Lead Effectiveness (ILE) Study, which measured responsiveness to internet leads coming through powersports dealership websites, Indian motorcycle dealerships ranked highest. Following Indian were Harley-Davidson, Polaris Off-Road, Triumph, and BMW.





Source: 2024 Pied Piper Powersports Internet Lead Effectiveness Industry Study (USA)

www.piedpiperpsi.com

Pied Piper submitted mystery-shopper customer inquiries through the individual websites of 3,718 powersports dealerships, asking a specific question about a vehicle in inventory and providing a unique customer name, email address, and local telephone number. Pied Piper then evaluated how the dealerships responded by email, telephone, and text message over the next 24 hours.

The powersports industry's average ILE performance declined over the past year, according to the study. "2024 is a much more challenging business environment for powersports dealers," comments Fran O'Hagan, Pied Piper's CEO. New digital retail tools and effective web-response processes are more prevalent today post-pandemic, but powersports dealers are challenged to retain skilled employees to use those tools and processes effectively."

Twenty different quality and speed of response measurements generate dealership ILE scores, which range from zero to 100. Dealerships that score above 80 provide a quick and thorough personal response by email and phone, and often text, too. In contrast, dealerships that score below 40 fail to personally respond in any way to their website customers.

For top-scoring Indian Motorcycles, 24% of their dealerships scored over 80, while 32% scored under 40. In contrast, the overall powersports industry measurement showed that only 14% of dealerships scored over 80 while 43% scored under 40.

“

The effort is worth it," says O'Hagan. "On average, dealerships that score over 80 sell 50% more vehicles to the same quantity of website customers, compared to dealerships that score under 40."



Brands with the greatest improvement from last year included BMW, Triumph, Honda and Royal Enfield. The performance of eleven of twenty-seven brands declined. Brands suffering the largest drops included Kawasaki, Arctic Cat, John Deere, Harley-Davidson and Yamaha.