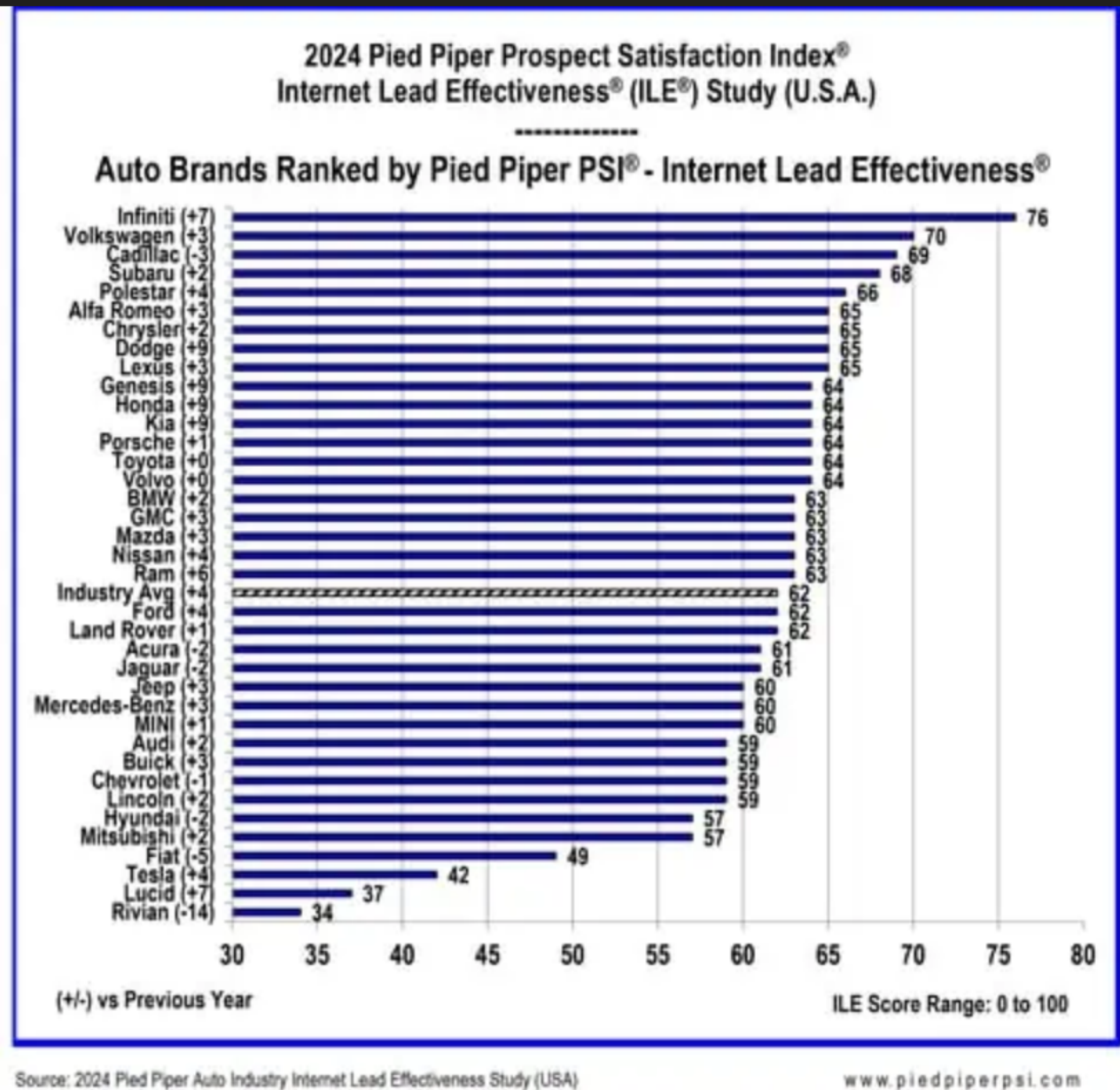




Infiniti, VW, Cadillac, Subaru & Polestar Most Responsive to Internet Leads

March 4, 2024 by [Bryan Jonston](#)



Infiniti dealerships were ranked highest according to the 2024 Pied Piper PSI® Internet Lead Effectiveness® (ILE®) Study, which

measured responsiveness to customer internet leads coming through dealership websites. Following Infiniti were Volkswagen, Cadillac, Subaru, and Polestar.

Pied Piper submitted mystery-shopper customer inquiries through the individual websites of 3,957 dealerships, asking a specific question about a vehicle in inventory, and providing a 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.

Pied Piper Prospect Satisfaction Index® (PSI®) Auto Industry (USA) Internet Lead Effectiveness® (ILE®) Scores 2020 through 2024							
Auto ILE Score Comparison		ILE Score					
Brand	2024	2023	2022	2021	2020	Change 2023 to 2024	Change 2020 to 2024
Infiniti	76	69	67	71	57	10%	33%
Volkswagen	70	67	59	56	56	4%	25%
Cadillac	69	72	65	56	62	-4%	11%
Subaru	68	66	61	67	61	3%	11%
Polestar	66	62	13	N/A	N/A	6%	N/A
Alfa Romeo	65	62	59	56	55	5%	18%
Chrysler	65	63	60	56	57	3%	14%
Dodge	65	56	56	51	58	16%	12%
Lexus	65	62	63	58	58	5%	12%
Genesis	64	55	51	48	53	16%	21%
Honda	64	55	51	54	60	16%	7%
Kia	64	55	56	54	57	16%	12%
Porsche	64	63	57	59	58	2%	10%
Toyota	64	64	60	58	64	0%	0%
Volvo	64	64	60	62	58	0%	10%
BMW	63	61	60	62	57	3%	11%
GMC	63	60	54	50	52	5%	21%
Mazda	63	60	61	60	59	5%	7%
Nissan	63	59	58	55	55	7%	15%
Ram	63	57	54	54	56	11%	13%
Ford	62	58	48	48	54	7%	15%
Land Rover	62	61	54	59	54	2%	15%
Acura	61	63	60	65	60	-3%	2%
Jaguar	61	63	55	55	58	-3%	5%
Jeep	60	57	53	54	56	5%	7%
Mercedes-Benz	60	57	57	59	58	5%	3%
MINI	60	59	50	59	61	2%	-2%
Audi	59	57	55	55	57	4%	4%
Buick	59	56	49	51	53	5%	11%
Chevrolet	59	60	56	50	52	-2%	13%
Lincoln	59	57	50	50	60	4%	-2%
Hyundai	57	59	51	54	53	-3%	8%
Mitsubishi	57	55	50	53	54	4%	6%
Fiat	49	54	47	55	51	-9%	-4%
Tesla	42	38	32	N/A	N/A	11%	N/A
Lucid	37	30	30	N/A	N/A	23%	N/A
Rivian	34	48	35	N/A	N/A	-29%	N/A
INDUSTRY	62	58	55	55	57	7%	9%

LE evaluations combine over twenty different measurements to generate a score ranging from 0 to 100. In this year's study, 34% of automotive dealerships scored above 80 (providing a quick and thorough personal response), while 21% scored below 40 (failing to personally respond to their website customers).

Brands with the greatest improvement were Dodge, Genesis, Honda, Kia, and Infiniti, all of whom improved their scores more than six points since last year's study. The performance of seven brands declined: Chevrolet, Acura, Hyundai, Jaguar, Cadillac, Fiat, and Rivian. Industry average performance increased four points to a score of 62, the highest average score measured during the fourteen years Pied Piper has tracked dealer response to website customer inquiries.

Dealerships this year were more likely to respond to online customer inquiries by phone call or text message than in previous years. Not all measurements improved over last year, including the rate of answering a web customer's question by email, which remained flat compared to last year. However, the quality of emails sent improved year over year. In their emails, dealerships were more likely to attempt to set an appointment, to provide additional information, or to suggest next steps. In addition, compared to last year's measurements, dealerships this year were more likely to reach out to their customers by both email and phone, or by both text message and phone. "Top performing dealerships reach out to a customer using multiple paths, then when the customer responds, they follow-up using the same path chosen by the customer," said Fran O'Hagan, Pied Piper's CEO, "Otherwise too many customers are missed since they don't see emails or texts, or don't answer phone calls."

Infiniti, this year's top scoring automotive brand, improved their ILE score by seven points over the previous year to achieve the

highest average ILE score for an automotive brand measured to date, with a score of 76. Compared to last year, Infiniti mirrored similar improvements seen industry wide but with wider margins of improvement and higher overall rates of executing positive behaviors. Leading their improvement was an increase in the rate of responding by phone call to website customers, which Infiniti dealerships increased from 50% of the time on average last year to 82% of the time this year.

Response to customer web inquiries varied by brand and dealership, and the following are examples of performance variation by brand:

- How often did the brand's dealerships email an answer to a website customer's inquiry?
 - More than 65% of the time on average: Polestar, Infiniti, Porsche
 - Less than 45% of the time on average: Buick, Ford, Tesla, Lucid
- How often did the brand's dealerships text an answer to a website customer's inquiry?
 - More than 40% of the time on average: Volkswagen, Land Rover, Mercedes-Benz, Alpha Romeo, Jeep, Nissan, Ram
 - Less than 10% of the time on average: Tesla, Polestar, Fiat, Lucid, Rivian
- How often did the brand's dealerships respond by phone call to a website customer's inquiry?

- More than 75% of the time on average: Infiniti, Genesis, Ford, Honda, Subaru
- Less than 50% of the time on average: Tesla, Fiat, Lucid, Rivian
- “Did both” – How often did the brand’s dealerships email or text an answer to a website customer’s question and also respond by phone call?
 - More than 60% of the time on average: Infiniti, Volkswagen, Volvo
 - Less than 35% of the time on average: Mitsubishi, Fiat, Tesla, Lucid, Rivian

“2024 is a more challenging business environment for car dealers,” said O’Hagan, “and many have responded by improving their interaction with online customers.” Pied Piper has found that the key to driving improvement in website response and in turn higher sales is showing dealers what their website customers are really experiencing – which is often a surprise.

Pied Piper PSI® Internet Lead Effectiveness® (ILE®) Studies have been conducted annually since 2011. The 2024 Pied Piper PSI® ILE® Automotive Industry Study was conducted between October 2023 and January 2024 by submitting personal website inquiries directly to a sample of 3,957 dealerships nationwide representing all major automotive brands.

About Pied Piper Management Company, LLC

Founded in 2003, Pied Piper Management Company, LLC is a Monterey, California, company that helps brands improve the omnichannel sales & service performance of their retailers, by establishing fact-based best practices, then measuring and reporting performance. Examples of other recent Pied Piper PSI studies are the 2023 Pied Piper PSI® ILE® Auto Dealer Group Industry Study (Napleton Auto Group was ranked first), and the 2023 Pied Piper Service Telephone Effectiveness® (STE®) Auto Dealer Group Industry Study (Group 1 Automotive was ranked first). Complete Pied Piper PSI® industry study results are provided to vehicle manufacturers and national dealer groups.

Manufacturers, national dealer groups and individual dealerships also order PSI® evaluations – in-person, internet or telephone – as tools to measure and improve the omnichannel sales and service effectiveness of their dealerships. For more information about the Pied Piper Prospect Satisfaction Index, and the fact-based PSI® process, go to www.piedpiperpsi.com.