



Integrated solutions for independent dealers
For quality leads, there is no competition



DEALER NEWS

Study Focuses on Following Up on Leads

By Staff Writer ⌚ March 05, 2024

font size 🔍 🔍 Print Email



Pied Piper's 2024 PSI Internet Lead Effectiveness Study found 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.

Infiniti dealerships were ranked highest according to the 2024 Pied Piper PSI Internet Lead Effectiveness 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.

Internet lead 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



Pied Piper CEO, Fran O'Hagan.

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."