

8. ADVANTAGES & DISADVANTAGES

Advantages:

Enhanced Customer Experience:

Automated systems can provide customers with interactive and personalized experiences.

Features like virtual reality car tours, 3D car models, and detailed vehicle information accessed through tablets or kiosks can significantly improve customer engagement and satisfaction.

Increased Efficiency:

Automation streamlines the sales process, from inventory management to generating sales quotes and financing applications. This leads to faster transaction times and reduced paperwork, allowing salespeople to focus on building relationships with customers.

Disadvantages:

High Initial Investment:

Implementing an automated car catalog system can require a significant upfront investment in hardware, software, and training. This can be a barrier to entry for smaller dealerships.

Technical Issues:

Automated systems can be vulnerable to technical glitches and malfunctions. This can disrupt operations and lead to frustration for both customers and staff.