

Digital Showroom Checklist

- Use live video calls to showcase available cars instantly to customers.
- Use live chat to respond to customers as quick as possible.
- Target customers that are ready to buy with live video or live chat options.
- Use automated chatbots to assist customers after hours on your website.
- Showcase pre-recorded videos of car tours, testimonials, or Q&As on specific pages.

How do you measure up? 3 or more checks and you'll have a digital showroom customers love.