

Next Generation F&I Sales

The top 5 benefits of using a mobile app



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Mobile apps are quickly becoming a valuable tool to help dealerships present and sell F&I products to customers. They are a cost-effective, mobile, and flexible way of engaging your customer in the sales process and can help enhance profit opportunities and increase customer satisfaction.

In this article you'll learn about the top 5 benefits of using a mobile app for F&I product presentations, and read the personal thoughts about the use of mobile app technology in your dealership from three of Zurich's Regional F&I Managers – Josh Danielson, Brian Vance and Marie Knight.

1

Easy-to-use presentation tool

- Mobility allows you to sit side by side with your customer using the mobile device anywhere in your dealership
- Display the mobile app wirelessly on any mobile device or a larger screen using a third-party mirroring display device
- Progress through the mobile app is interactive, simple and self-explanatory

2

Cutting edge technology

- Illustrate product features using short videos, images and product descriptions integrated into the mobile app
- Helps sell F&I products to the millennial generation and tech-savvy customers using their preferred method of buying
- Freedom to be more creative and engaging in your approach to selling F&I products
- Present F&I products using secure, reliable technology that can evolve and improve over time

3

Customization and transparency

- Quickly customize and compare product options and adjust down payment, loan terms, rates and financing in real time
- Consistently present each product to the customer with full disclosure of cost and impact to payment
- Help grow your customer base by customizing a repeatable F&I presentation process

4

Empowered and satisfied customers

- Customer controls the mobile device and is pulled into the sales process using the latest technology
- Interactive product presentation allows the customer to view information, ask questions and make an informed decision
- Interactive, engaging process can result in increased product penetration and customer satisfaction

5

Helps reduce or eliminate F&I Manager bias

- F&I managers typically have "favorite" F&I products and transfer those beliefs to their customers
- Mobile apps can help eliminate or reduce any bias
- Allows the F&I manager to focus on F&I products the consumer truly has interest in



Josh Danielson

A word from Josh Danielson

General Manager, Northwest Sales Division, Zurich Direct Markets

As technology evolves, I have been fortunate to experience lots of change over the years and have seen how technology has helped improve many aspects of life. I have seen the internet come to life... cell phones become a way of life... and now a mobile app for selling F&I. I have built my career in the automotive industry and have gone from selling F&I products one by one on a piece of paper, to a paper menu that was created on an electric document.

With this changing technology, Zurich is bringing a mobile app to our dealers that allows them to evolve with car buyers and the demand for new technology. Most F&I managers have incorporated technology into their everyday life. Zurich's illuminate mobile app for iPad® does just that for dealers. It offers the F&I manager more

flexibility in choosing their method of delivery – they can control the mobile device or allow the customer to take the steering wheel.

illuminate was designed to help make the process of choosing F&I products that fit the customer's lifestyle easier. And integrated videos, images and product descriptions allow the customer to see a visual of how the product performs. In the past, helping customers visualize a non-tangible product has been a challenge for some F&I managers. With informative videos and other illustrations built in to the app, this challenge is solved and can help drive product penetrations.

Overall, as we develop and grow this new product offering and process, I'm excited to hear the success stories of F&I managers.



Brian Vance

A word from Brian Vance

Zurich Regional Finance & Insurance Manager

Market forces are driving a more customer controlled and informative purchase model. Various online sites allow consumers to gather information, access reviews of products and select products that best fit their needs – all without being “sold.” The F&I mobile app presentation model allows consumers to purchase F&I products in a similar fashion.

The consumer can feel more in control vs. the traditional F&I model and will allow the consumer to select products based on their needs – independent of the bias an F&I manager may bring to a presentation. This allows the F&I manager to focus on presenting products that the consumer has an interest in but may need more information or may need further education on – creating the need for the consumer and providing the solution.



Marie Knight

A word from Marie Knight

Vice President of Strategic Relationships, Zurich Direct Markets

Today you can keep track of calories, check the weather anywhere, book a table at your favorite restaurant, or play a game with someone thousands of miles away — thanks to mobile apps, you can do this all with a just few taps on your smart device. So often you hear people talking about doing something and the response is “there’s an app for that!”

Almost everything you need to do has become easier, quicker, and more convenient and that’s become the expectation, especially for the millennial generation. In fact, they don’t remember a time when you could only conduct business in person or over the phone. Why then does it seem then that the car business, particularly the F&I department, has remained in a time warp? The last time something cutting edge was adapted was the introduction of the menu. No wonder this is considered by so many the

most frustrating and unpleasant part of purchasing a vehicle!

The recognition that today’s car buyers do not want to sit through long sales pitches and repetitive menu presentations has led to the awareness that it was time for change. We need to present F&I products in an efficient, interactive way that puts the customer in the driver’s seat and allows them to learn about the features and benefits that are available and can help enhance or protect their purchase. What better way than through a mobile app?

Zurich’s illuminate mobile app for iPad®, which was unveiled at the 2015 NADA Expo and Convention, accomplishes exactly that. It gives the customer control over the process, explains the F&I products, shows them how they will impact their monthly payment, and allows them to customize their purchase. When used in conjunction with a third-party mirroring display device, the F&I manager can guide the customer through the process making it the ideal blend of customer driven interaction.





Technical requirements

Wireless Network

Wireless 802.11g or greater. 802.11n or ethernet strongly recommended
– Contact your wireless provider for assistance.

Desktop/Laptop Computer

PC - Windows XP, Windows Vista, Windows 7 or Windows 8
(Windows 8 RT is NOT supported)

iPad

- 16GB iPad is sufficient – no data stored on device
- No external keyboard necessary
- Recommended iPads (most recent models are recommended)

iPad Air, iPad (4th generation), iPad (3rd generation), iPad mini with Retina

- iOS 7.1 or better
- Recommend 1 backup iPad for every 2 iPads in use

illuminate is...

Innovative – illuminate utilizes the latest technology combined with informational video to provide an interactive customer experience.

Engaging – customers are at the center of illuminate, making product selections that suit their lifestyle.

Collaborative – illuminate creates a stronger conversation between the customer and F&I Manager.

Informative – illuminate provides product details in a format that helps customers better understand the available benefits and coverage.

Easy to use – illuminate’s interface simplifies the process for even those with little or no experience using the iPad. Its navigation allows the F&I Manager or customer to move seamlessly between product and pricing options.

illuminate can help...

Increase per vehicle retail – your customers will gain more confidence in their purchasing decision which can lead to increased product penetration.

Improve your compliance – customers have a full view of the products they are purchasing and receive full pricing disclosure.

Enhance the image of your dealership – using the latest technology demonstrates your dedication to evolving as technology changes.

Appeal to the newest generation of car buyers – the millennial generation has integrated technology into their daily lives; illuminate carries this through to your dealership helping you appeal to this generation of car buyers by providing an experience they have come to expect.



Using illuminate has sped up the overall F&I sales process for our dealership.”

Dewayne Dickens,
F&I Manager, Fitzgerald Auto Mall

Are you ready for illuminate at your dealership?

For a complimentary demonstration of illuminate, contact your Zurich Finance & Insurance Executive or submit your request using one of the following options:

Phone: 800-840-8842 ext. 7449

Email: zdm.management@zurichna.com

Online: www.zurichna.com/proposal

For more information visit www.zurichna.com/illuminate

Zurich

7045 College Boulevard, Overland Park, Kansas 66211-1523
800 840 8842 ext. 7449 www.zurichna.com/automotive

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