

Dustin Najera: ...Thank you for agreeing to do this interview.

Participant: Oh yeah definitely.

Dustin Najera: So we're working for CDK Global on an application to improve the end-to-end car buying experience for customers so I was just going to ask you some questions about your thoughts and experience when you bought the car recently

Participant: Ok that sounds good, let's do it!

Dustin Najera: And you can be as candid as possible, both positive and negative feedback is welcome.

Participant: Ok

Dustin Najera: And your identity will remain confidential. So could you tell me about your car buying experience that you just had? What stood out to you about that experience?

Participant: What stood out to me about the experience was I guess there was a global shortage of chips, microchips that go into vehicles. What stood out to me was how long it took to actually get a car purchased. It took several months before one became available and that was only because I...I wasn't pushy but I continued to follow up with them and check in on inventory, and um I think they just wanted to get rid of me, they're like "Oh here's a car, you want it, take it" you know, that kind of thing. So that's what stood out to me as far as like the whole thing. Um the person who did the sale was very friendly. Um she was really nice but a little bit unresponsive at times and so that was a little bit frustrating but she was a nice person, I do think that she was busy and trying to hustle and make her money so I mean that makes sense too.

Dustin Najera: What factors led you to start thinking about buying a new car?

Participant: My previous car was an 09' Corolla, um and I bought it new in 09' so given that it was coming up on 14 years old, 14 years that I've had it, it was time, I have a daughter the age of 2, and I have an older son whom I transport in my car regularly and so I wanted to make sure that I had something a little bit safer and more reliable that wouldn't be breaking down or have any issues, um so something new was really something on my radar.

Dustin Najera: Oh interesting, okay. Um, could you walk me through each step involved in buying a car?

Participant: Well, given that it's so easy to look for these things online now, I mean definitely when I bought my car in 09', I was a different experience where you have so much information at your fingertips when you have Google and you have you know computer and a keyboard so it was easy to start researching a vehicle uhh, online, being able to look at prices, compare the different models, see the pros and cons and other peoples' reviews of their vehicles. My previous car was a Toyota as well and I really liked it, it was a very good and reliable car for the most part. Umm and the price was I think going to be one of the better price points, so I was able to get one thousand whistles on my car for a lower price than I would have had gone to a different vehicle. Umm so anyway that was kind of maybe like the first part where I started looking into a

vehicle umm...we had kind of narrowed it down to a few different vehicles. And we went to Toyota of north of Austin to go take a look one weekend. Umm Brian and my children went and we went to go just check em out and so that's when I think I really came to understand the lack of chips and how that created a shortage and in short because they have such little inventory available, they have a lot of, well I wouldn't even say a lot, they have some used cars that I wasn't interested, they were already a bit banged up and dinged but for essentially the same price so it seemed silly to buy a used car when I could get a new car for about the same amount of money. Umm the sales associate was there and very very helpful and so and after discussing with Brian and mom then it just seemed obvious, like I need to put my name on the list and get a car because it was going to be some time before I'd be able to get it

Dustin Najera: What do you think was the most challenging part of each step of the process?

Participant: The most challenging part...I guess it was the unknown, it was the unknown of when a car would become available. Um how long that would take. Um they kind of sprung it on me by surprise, they kept saying, well... when they finally had a car coming in to inventory that wasn't set up for anybody yet basica.. "well we might have a car soon, it might be here on Thursday" and then it wasn't there on Thursday, they said "well it probably will be here Friday" and then Friday it wasn't there and so they said "Saturday for sure" and then Saturday it wasn't there and so the following week I think it was on a Wednesday, um they finally, I had just kind of given up, I mean not given up but you get a little bit frustrated and discouraged and you're like "I'm not even going to bother waiting for these people" umm they finally called me the following Wednesday and said "it's here, come get it" and so, I, even though they had been saying it was going to be ready I didn't prepare anytime away from work to go pick it up and thankfully my boss is a very understanding boss, he let me take some time off to go pick it up and fill out all the paperwork, uh but it was not as well planned as I would have liked.

Dustin Najera: Was there a step where you thought about terminating the process?

Participant: Yes, because I had to wait so long for them to get inventory but then I figured I'd be having to start process all over again with a different dealership or a different make of car, umm so if I left Toyota and went to Honda it would be the exact same thing, I'd be on a list to wait months to get a vehicle, and so it wasn't going to get any better if I went somewhere else, it was just probably going to be worse because I'd be starting back at zero.

Dustin Najera: What was the easiest step?

Participant: The easiest step, well I guess signing off on everything at the end, it's been, it's gone a long way since I bought my Corolla in 2009, where at the time it was a lot of paperwork that was printed out and physical signatures, umm and so this time it was all, almost entirely digital I think like I did electronic signatures for everything, they ran everything electronically and they just printed out one file copy for me, umm so that was easy, that was actually very smooth.

Dustin Najera: And you said earlier that you liked the salesperson...Was anyone particularly helpful of the people you dealt with?

Participant: She was actually someone who typically sold used vehicles and I bought a new vehicle, but she was the first person to greet us when we first went to go look at cars, when we were first thinking about the idea of getting a new vehicle, umm she was very friendly and didn't pressure us, um she gave us her name and her phone number and said "Give me a call if you see anything that stands out and then we can talk over your options." But I appreciated that she wasn't hounding me or breathing down our necks, just following right behind us because that's a little weird, like you want some time to think these things through so I liked that about her, um and it was easy once we had kind of talked to her and had a name, that when we were out at the dealership and other salespeople kept constantly trying to approach us to make the sale because they get commission, and I understand that, um but we could tell them we were already working with a salesperson.

Dustin Najera: Was anyone particularly unhelpful?

Participant: No, everybody was... if it looked like I was waiting somebody would say "Are you waiting for somebody can we help you out?" Umm when I went back to pick up my license plate they had them there available at the first desk, umm I don't think that there was anybody that I would say was unhelpful.

Dustin Najera: So you were talking earlier about how you started off online in your search, did you use the dealership's website?

Participant: I did eventually, I started off just with a basic Google search to search kind of mid-sized SUVs, so I was looking for a certain type of vehicle and I just wanted to see what the different options were, umm with different makes of vehicles so between let's just say Honda and Toyota and Jeep and Audi and whatever like. How much do they cost? What are the pros and cons? What are other people's reviews? But eventually from there yes, I did go to the dealer's website to see more information on the different vehicles.

Dustin Najera: Do you remember what parts of their website you used?

Participant: Umm, the parts we were kind of able to put together a vehicle. Where you can kind of choose your finishes on it and your color, and the type of vehicle and all that.

Dustin Najera: Which kind of device did you use?

Participant: Umm, mainly my phone, umm but at times when there was an opportunity to look on the computer at work that was a little bit easier because the screen is bigger obviously and you can look in a little bit more detail

Dustin Najera: Ohh okay, so you prefer to use either your phone or the computer at work?

Participant: Yes!

Dustin Najera: Why do you prefer to use the computer at work and not the computer at home?

Participant: Umm, ease of access because I'm already at the computer Monday through Friday 8 to 5, it's easy to very quickly Google search cars for sale, I don't really use it at home as much,

so I have to pull it out, make sure it's okay to plug it in, charge the battery, turn it on, log in, so it was just much easier to use the computer that I use daily which is the one I use at work.

Dustin Najera: Oh okay, Umm, how was your experience with the dealership's website when you were using it for... to pick the color and...?

Participant: Uhh, so that actually uh, I was not able to purchase one through the website, it went through the salesperson at the dealership, umm and so that was, I had gone in to discuss it with her and put my name on the list to wait for a vehicle and so she kind of took down my preferences but unfortunately with that shortage it meant that I would kind of be subject to taking whatever became available and not necessarily in my preferred color and so I ended up with a vehicle that's not in my preferred color but I actually really liked it, so it turned out fine.

Dustin Najera: How long did it take you to go through the car buying process from beginning to end?

Participant: From beginning to end I would say probably 3-4 months, umm and that was, you know I would have been ready I think that very first week or whatever, like I would trade in and look at something and take it off the dealership but again they didn't have any inventory available, I had to wait for something to become available.

Dustin Najera: What is the difference between what you thought the car buying process was going to be like and what it was actually like?

Participant: Yeah, so like I was saying earlier, I had... you know the last time I had purchased a car was almost 14 years prior and so I just remember that it seemed to take a really long time, that time in 2009, but it seemed to take a long time that we kept waiting at one office and then somebody else's office to sign off more paperwork, and then going over more paperwork and that kind of thing and so I was thinking that it would be like that but of course, we've had so much digital advancement since then and so their process was a lot easier and more streamlined in the sense of not having to wait with multiple people to go through multiple steps, it's actually pretty quick and easy, I think it's an iPad that they have, they log in and they have you sign off on everything on the iPad and then Done!

Dustin Najera: Did anyone from your personal network assist you with the car buying process? (like Brian or friends at work or...?)

Participant: Umm, I would say definitely my husband had a, Brian had a big influence on it, umm in the sense of we were talking about like, I really liked the Audis for example, umm but they were just exceptionally expensive for their very basic base model, umm and so as we were talking about it I was like "I don't think that that makes sense for me to go spend a lot more money for a lot less features" and he said "I agree" and then it's going to be more expensive to maintain it "Why don't you go look at Toyota since you've had a Toyota and you like it" He was right!

Dustin Najera: Can you describe what the most ideal car buying process would be for you if that's different from this one at all?

Participant: Yes, I think an ideal process would be having inventory available that I could come in and purchase the vehicle I want right off the lot without having to wait. I keep harping on that (laugh) because it was such a pain you know what I mean? But that one was a big one, umm a second part of it would be , I don't know if this would ever necessarily happen, maybe it would is just, less interaction with people. I feel like I tend to be fast and think fast and move quickly and so sometimes if I'm waiting for somebody else to verbally explain things to me I'm like "Yep, I could Google that, don't waste more of my time explaining it." (laugh)

Subsequent Feedback after Interview

Participant: Cross training. The salesperson we worked with typically worked only with used cars so she needed help from a new car salesman to process the entire thing. They should train all their salespeople to know how to run both types (used & new) of sales.

Participant: Also, I highly dislike when they insist on selling you "extended coverage" when you have already clearly declined. Like, when I say no, I mean "no" not "try harder." Also, if I decline, I don't owe any explanations as to why. In all honesty, I'm too polite to tell the salesman that I think their extended coverage is like throwing my money away. I'm buying a NEW car, why would I need additional coverage. It's a complete sham in my eyes.