



RETAILER EV ASSESSMENTS HELP DRIVE EV ADOPTION

Retailers play a pivotal role in getting more EVs on the road, supporting the overarching goal of accelerating EV adoption for utility and government programs. Digital assessments are a tool to help retailers reach consumers and stay aligned with program goals.

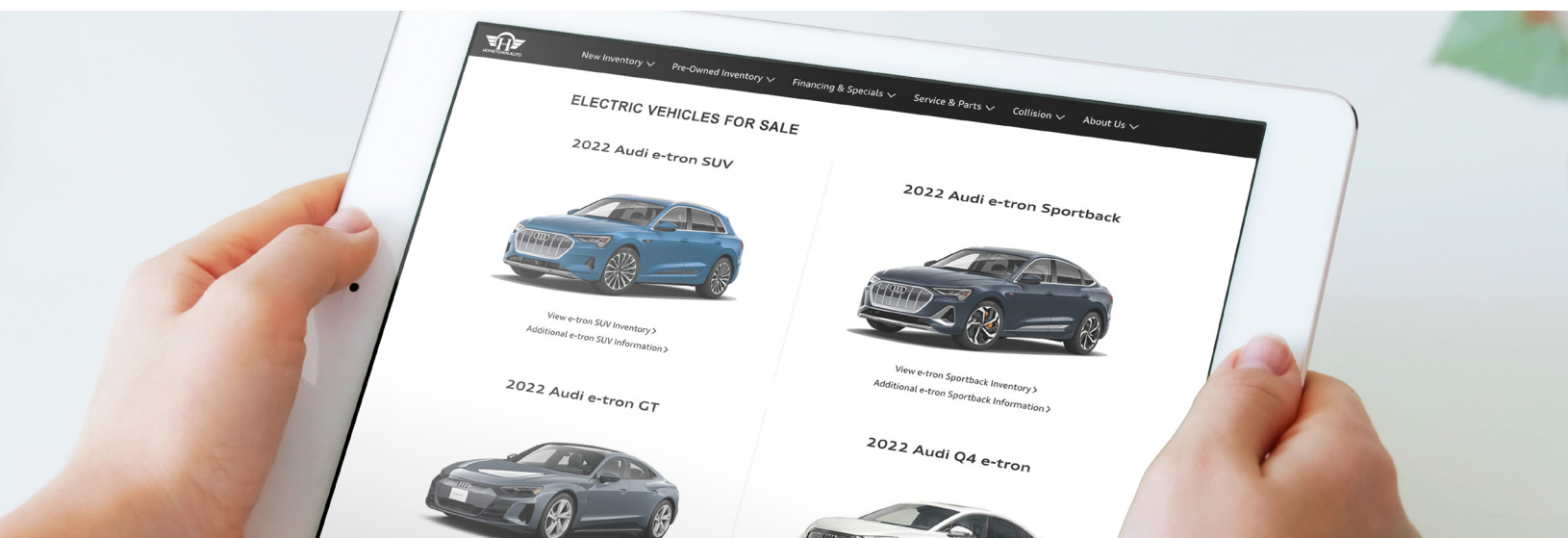
RETAILERS NEED SUPPORT WITH EV REPRESENTATION ON THEIR WEBSITES

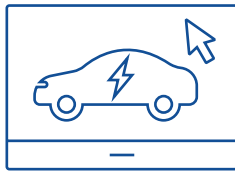
Websites are core components of a business's marketing strategy. But with the shift in automotive technology from ICE to EV, not all dealers – honestly very few – have website content that supports the new vehicles they are trying to sell. To be sure customers get the information they need from dealers, Maritz conducts digital assessments that analyze how customers engage with dealer websites from a digital perspective. Assessments cover specific points throughout a car buyer's digital journey, including how customers search for a dealer, experience dealer websites, and even contact the dealership. By improving customer service and satisfaction in these key areas, dealers can better meet the needs of EV customers.

Beyond the touchpoints in the sales process, improving EV content on a dealer's website is crucial to meet EV program goals. Retailers require support and guidance navigating the evolving EV landscape, addressing technology, educating consumers, integrating charging infrastructure, and strategically positioning themselves. Support is also needed to help educate dealers on utility programs including time of use rates, managed charging programs, and incentives available from the utility for their customer, allowing dealers to better inform the buyer at time of sale.

“Improving EV content on a dealer's website is crucial to meet EV program goals”

Also, by reviewing dealer website content, Maritz's assessments help retailers improve digital information, customer handling, and program compliance. Integrating assessments into program results is also vital for evaluation, pinpointing areas for improvements, and maintaining alignment with goals.





STUDY:

EV REPRESENTATION ON DEALER WEBSITES

U.S. Dealerships

A digital assessment study by Maritz from 2022-2023 revealed concerning trends in EV representation on dealer websites, highlighting gaps in their digital presence.

BATTERY

33%

did not provide EV battery warranty information



EV RESOURCES



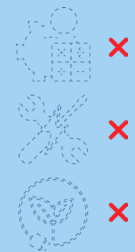
38%

did not link to critical EV resources such as charging station maps, fuel savings calculators or carpool lane eligibility

WHY BUYS

37%

did not include info on the benefits of buying an EV such as rebates, maintenance costs, and environmental benefits



SERVICE



71%

did not feature service content around electric vehicles

SPECIALS

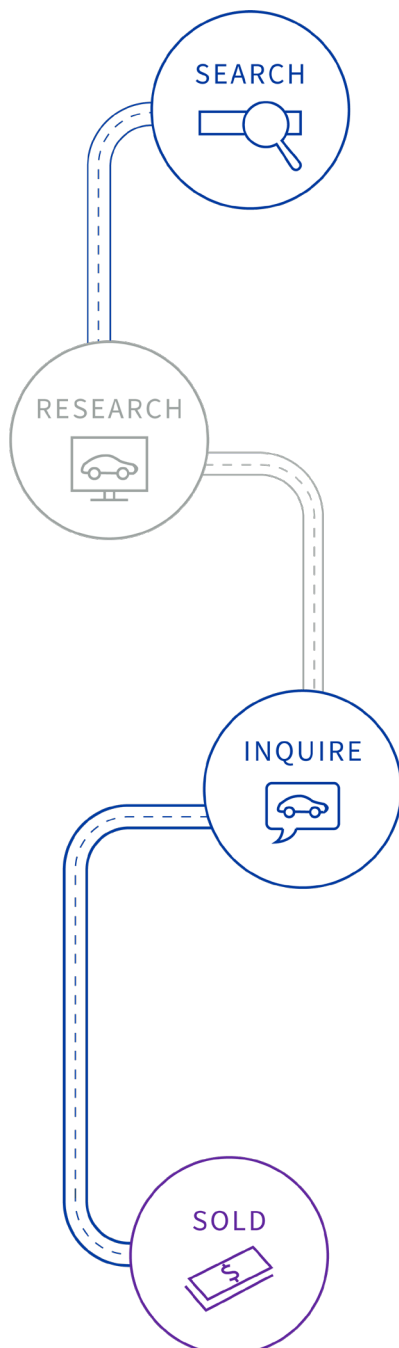
11%

lacked the presence of electric vehicles in their specials



THE ESSENTIAL COMPONENTS OF EV RETAILER ASSESSMENTS

A thorough assessment of website optimization and search engine performance can refine the EV buying process and customer experience.



SEARCH ENGINE ANALYSIS

Buyers can't purchase what they can't find. To understand retailers' reach in the market, a thorough review of their organic and paid search rankings, as well as the content that is ranking is best practices. Assessing how dealers rank organically for EV buyer-related terms as well as assessing their paid advertising strategies will help better understand and improve their success in capturing the attention of EV buyers.

WEBSITE CONTENT ANALYSIS

The goal of a website should be to streamline the buying process by minimizing obstacles in the customer journey, such as website navigation, mobile accessibility, and prominent display of EVs. Additionally, the focus should be on providing valuable information about essential aspects of EV ownership to boost customer confidence in choosing electric vehicles. Emphasis should be placed on featuring content that attracts EV buyers.



IMPLEMENTING EV RETAILER ASSESSMENTS INTO YOUR EV PROGRAM

When considering implementing EV retailer assessments for your program, the first items to consider are the following:



Assessment Design - Strategy and workshop around creating an assessment that meets the program's goals and will have a measurable effect on improving the consumer journey.



Assessors – Define who should perform the assessments. This should be done by subject matter experts with knowledge of the automotive retail space.



Process, cadence, and communication of assessments



Ongoing improvement updates



Analytics and evaluating performance

As there is much to consider in the implementation of EV retailer assessments, the most efficient option is to engage a partner who specializes in this area. Collaborating with a team of experts who have a deep understanding of dealerships and extensive knowledge of the automotive industry, particularly when paired with genuine expertise in dealership operations, can be critical to the success of the program.



We're here to help you design and implement the most effective EV program.

Let's accelerate EV adoption together and help shape a sustainable future. Visit Maritz.com/EV or call us at 800-772-6638 to get started.