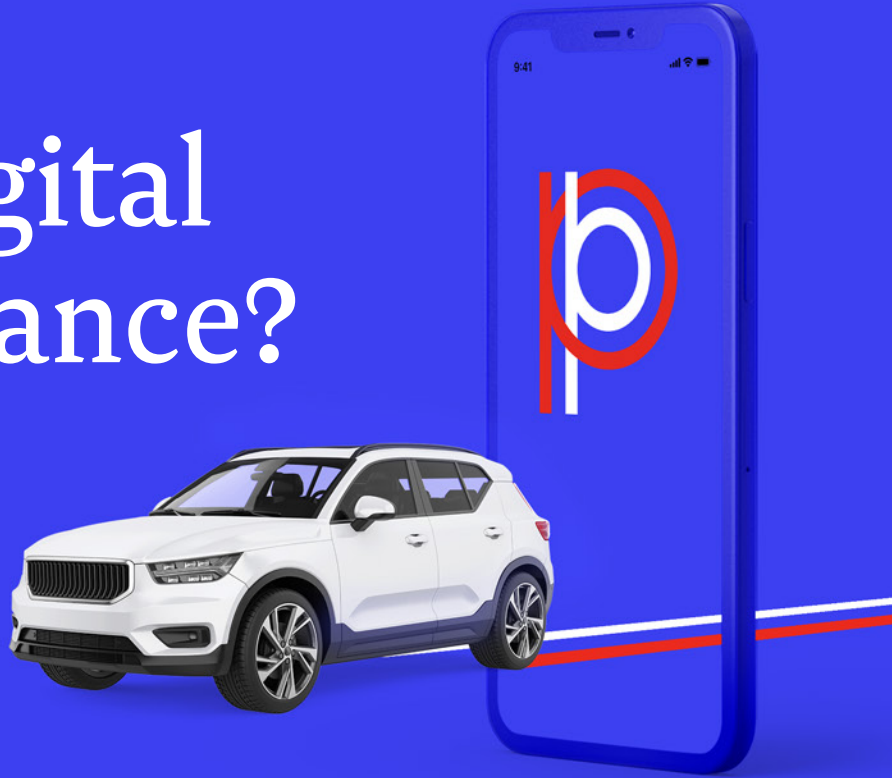




What Is Digital Auto Insurance?

Frequently asked questions



Digital auto insurance is a way to compare rates and purchase auto insurance completely digitally.

In a digital auto insurance program, customers can input a few details on their smartphone, connect with an independent, licensed agent, and receive their coverage documents electronically all within a few short minutes. Customers take advantage of this during the car buying process; the coverage offered does not compete with any dealer products.



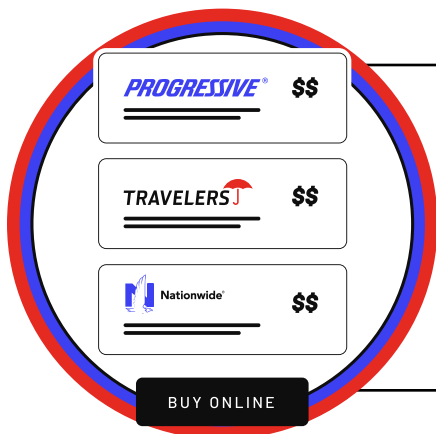
Why are there digital auto insurance programs in so many dealerships?

Here are the top three reasons why dealers typically choose to provide their customers with access to a digital auto insurance platform:

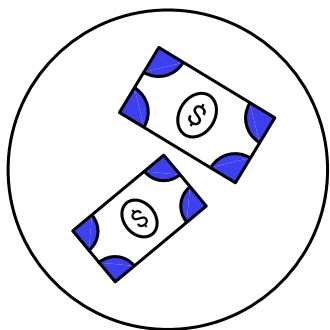
1.

Digital auto insurance improves the customer experience.

We all know that in this digital era, customers have come to expect a seamless buying process. A digital auto insurance platform that is integrated into the dealer's process and tools makes it quick and easy for a customer to take care of their auto insurance needs at the same time they're buying their car.



Thousands of dealerships across the nation, including an ever-increasing number of top-20 groups, have provided their customers with access to a digital auto insurance program.

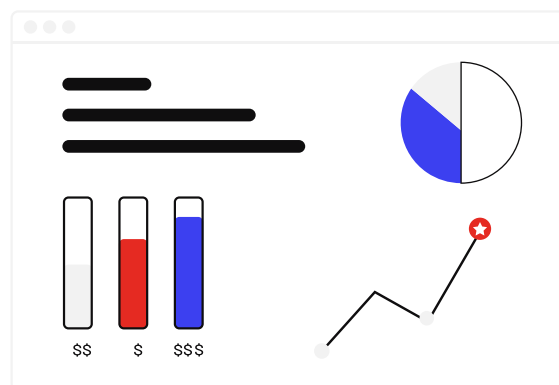


2. Digital auto insurance may increase customer budgets.

When customers have access to multiple, competing insurance quotes, there is a greater chance they'll be able to find savings than if they simply call one insurance company or update their existing policy to add their new car. And if they do, that savings means they'll have more room in their budget and more purchasing power to put toward their car and dealership protection products. This is especially valuable in an economic environment where customers are apt to be extremely price sensitive. If you have a deal on the line and \$50 makes the difference between a car sale and a customer walking out the door, savings generated from digital auto insurance might save that sale.

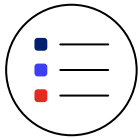
3. The right program can offer the opportunity to earn recurring income.

Find out if the digital insurance program you're interested in also offers a separate program that can create additional income. Equally important is understanding if you need to be a licensed sub-producer to benefit. Some platforms only offer a licensed model, while others may offer referral payment programs that don't require a license.



How do most dealerships use a digital insurance program?

To get the maximum value out of a digital insurance program, dealers should offer every single interested customer the opportunity to see if they can save some money on their insurance by comparing rates on the spot. But when and how should it be presented?



Digital auto insurance can be introduced at any point in the customer journey, so it's important to find a solution that has the integrations you're seeking.

The most common time for a customer to shop insurance is after the customer has agreed to a car, but before they enter the F&I office. If your digital auto insurance solution has a menu integration, this allows an F&I Manager to see if a customer has saved money, and if so, what those savings are right in their F&I menu software. That allows them to further tailor the products they suggest to the customer based on the customer's increased budget.



How much does it cost?

This may vary by the partner and program, but there are solutions that cost dealers absolutely nothing.

**Learn more about digital auto insurance
and its place in the dealership.**