

The Information Work of a Car Dealership



INFO 2131 - Capstone Research Project
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Organization Introduction



Interviewees

Salesman



Sales Manager

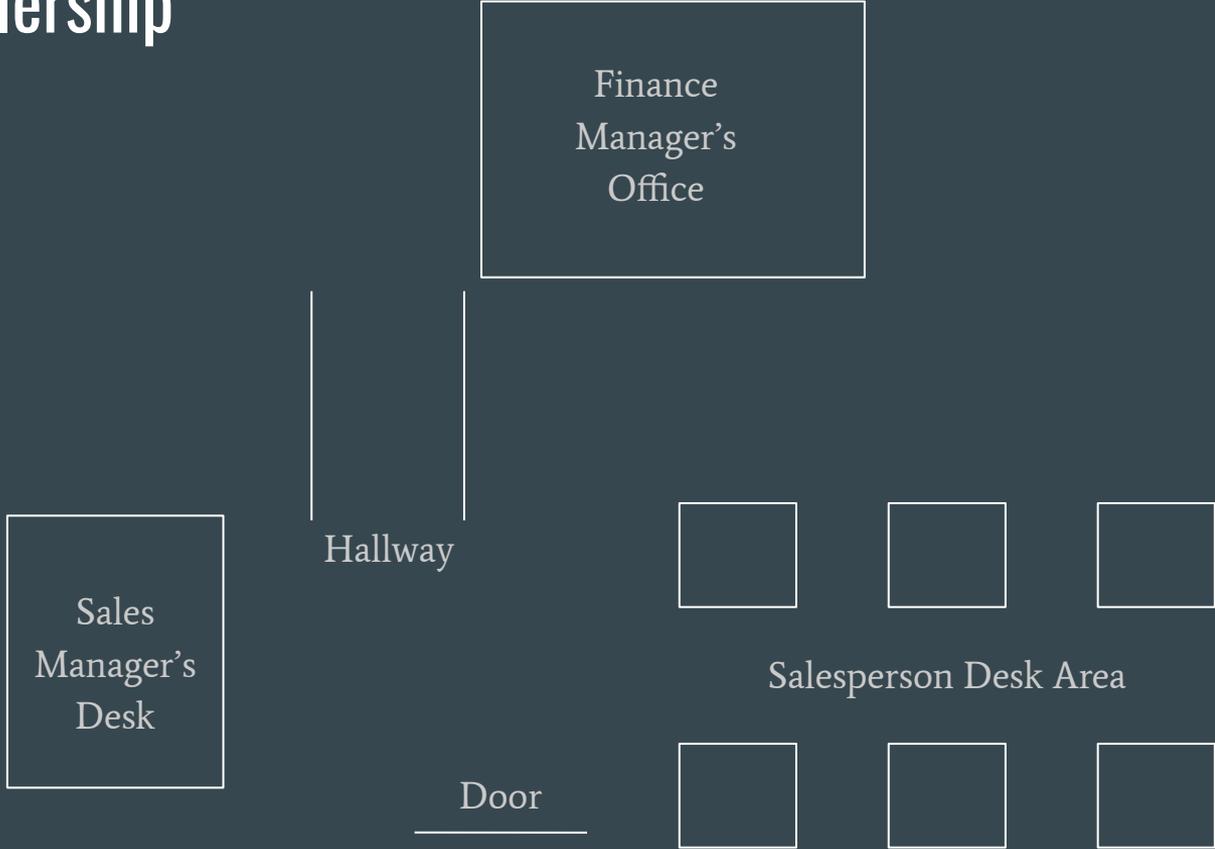


Finance Manager

Combined Social Worlds Ecosystem Diagram



Map of Dealership



Dealer Website

Social Worlds Model

Macro



Meso



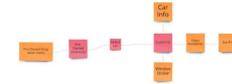
Micro



Data journey of the process of buying a new car online



Data journey of the process of buying a used car online



Data journey of the process of scheduling a service



Data journey of the process of ordering parts



Car Shortage Article

Social Worlds Model

Macro



Meso



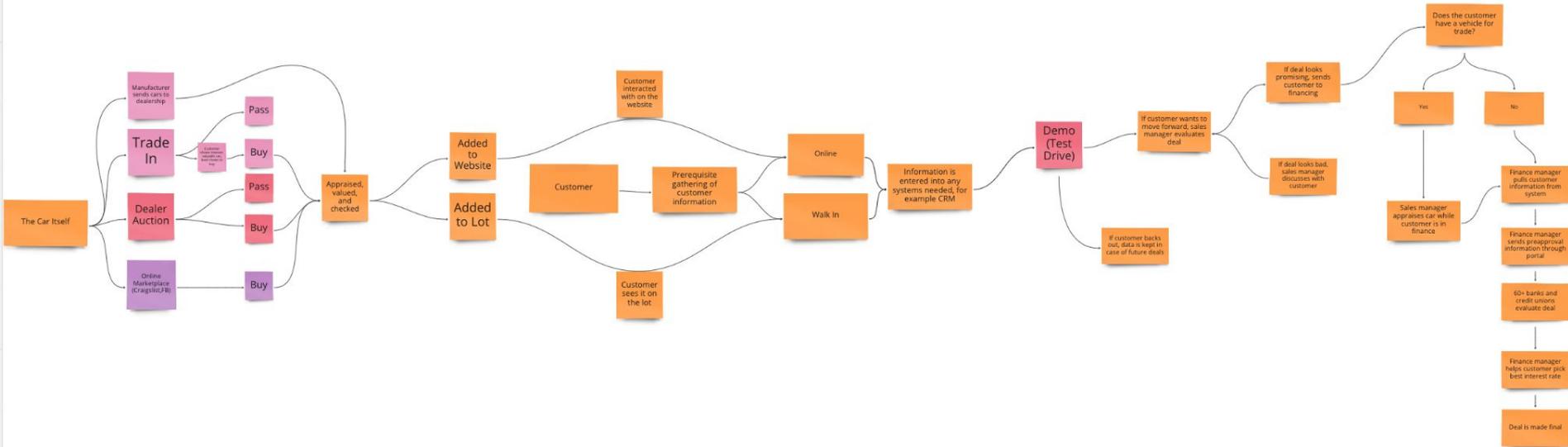
Micro



Notes

- Car dealerships across the country have empty lots.
- Plant shutdowns.
- National car shortages.
- Major economic implications.
- Average new car sale above \$44,000 USD.
- Industry-wide 12% decrease in new-vehicle sales.
- Elevated customer services.
- More efficient sales process.
- Cars are leaving lots at 1/3 of the time.
- 60+ days to 20 days on the lot.
- Inventory managers find it hard to restock lot(s).
- Customers can't test drive, but new cars sales are up.
- Automotive digital retail software.
- Presell cars.
- 41% of shoppers remain confident enough to preorder a car.
- Online retail and virtual showroom software.
- Used cars with higher mileage get more attention.
- Record-high sales prices for used vehicles.
- Cars in the US have a lifespan of about 12 years.
- Shoppers are postponing their purchases.
- Car thefts are on the rise.
- Cars are being stolen from factories.
- Dealers expect inventory woes for years to come.
 - Will last well into 2024
- Car inventory shortage is a double-edged sword.

Combined Data Journey Map



Three Challenges

- Misinformation is scarce, but detrimental.
- Taxes: from different states or counties cause problems.
- Systems sometimes don't sync up. It is difficult to sync them up.



Three Design Principles

- The small size of the dealership allows for a lot of verbal communication. It is easy to ask questions while going through the buying process because everyone is in the same space.
- Each time new inventory comes in, the employees and manager go on a “Lot Walk.” This lets everyone know all of the inventory.
- Building relationships with customer via word of mouth, social media, in-house visits, and more. A big emphasis on word of mouth. The sales manager said that this is the most powerful way to build relationships and reputation.

Recommendations

- Integrate various systems more.
- Develop a system that accounts for various tax rates.
 - Ability to adapt to changing tax rates.
- Create a system that helps aid in calculating leases.
 - Proper tax rates.
 - Integrated with other systems.