

KEY  
LOOP

KEY  
LOOP

Meeting  
the demands  
of a new era  
with a connected  
approach to  
automotive retail

keyloop™

## INTRODUCTION

# A new era requires a connected approach

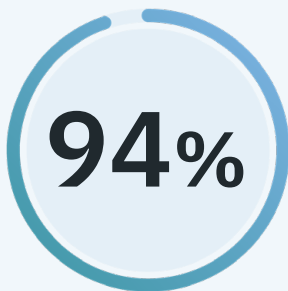
The automotive retail industry is undergoing a profound transformation. Customers now expect instant, seamless, and personalised experiences whether browsing online, booking a service, or stepping into a showroom.

At the same time, retailers face unprecedented pressure to improve efficiency, cut costs, and respond to change with agility.

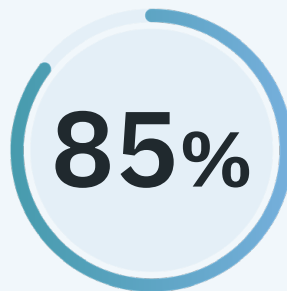
Yet despite these demands, many businesses struggle with a common challenge: disconnected systems. Fragmented tools, siloed data, lack of automation and duplicated processes create friction at every stage of the customer journey, limiting visibility, slowing decision-making, and ultimately putting both revenue and customer trust at risk.



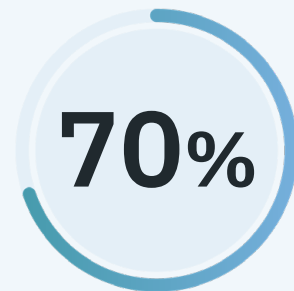
In fact, research commissioned by Keyloop with OC&C highlights the scale of the challenge:



Of retailers recognise inefficiencies



Say the customer journey is disjointed between online and offline channels



Nearly 70% report frustrations with repeated data entry and double-keying

Perhaps most revealing is that **almost half of retailers** believe they are burdened by too many systems and processes, creating friction for both employees and customers alike.

Future Ready examines challenges in the automotive industry, including supply and demand, vehicle ownership, and retailer operations. It demonstrates how these challenges require connectivity throughout the entire ecosystem and then highlights how our Automotive Retail Platform, Fusion, answers the call for a connected approach.

# DEMAND

## Capturing and converting interest

The way consumers shop for cars has shifted permanently.

In an era where retail, travel, and entertainment all deliver personalised, frictionless digital experiences, car buyers expect the same. Automotive is no longer compared just to the dealer down the road, but to Amazon, Apple, and Uber.

This change is particularly visible in the rise of EVs. While infrastructure and price remain barriers, the real driver of adoption is customer perception. Consumers want confidence, simplicity, and

transparency when making the switch. The brands that succeed will be those who make EV adoption feel easy, reframing it as a lifestyle upgrade rather than a compromise.

At the same time, buying journeys are starting earlier and moving faster. Customers are researching across multiple channels—social, search, online marketplaces—long before they walk into a showroom. And increasingly, AI-powered discovery is influencing what vehicles they even consider.

The data underscores this challenge:

A circular graphic with a blue border and a light blue background. The text '20-30%' is centered in a bold, black font, with a '%' symbol below it. The circle is partially filled with a blue arc on the right side.

20-30  
%

Of leads are typically lost due to not being logged onto dealer systems

(Source: OC&C, 2024)

A circular graphic with a blue border and a light blue background. The text '60%' is centered in a bold, black font. The circle is partially filled with a blue arc on the right side.

60%

Of consumers view proactivity as a winning quality in a dealership

(Source: ATG)

A circular graphic with a blue border and a light blue background. The text '50%' is centered in a bold, black font. The circle is partially filled with a blue arc on the right side.

50%

Greater propensity to buy after re-engagement following an unsuccessful appointment

(Source: Retain Group, 2024)

For retailers and OEMs, the challenge isn't simply meeting demand, it's predicting, guiding, and creating it. Attention is scarce, choice is vast, and customer expectations are higher than ever.

A connected approach is the key to overcoming these challenges. When data, systems, and experiences

are joined up, retailers can see the full picture of customer behaviour, anticipate their needs, and meet them with tailored offers at exactly the right moment. Instead of fragmented touchpoints, customers experience a single, seamless journey that builds trust and accelerates decision-making.

In a world defined by choice, demand will go to those who can connect most intelligently — with data, with technology, and above all, with their customers.

# DEMAND

## The Demand domain:

### Turning engagement into revenue and loyalty

Demand is one of the four core domains that make up Fusion, Keyloop's Automotive Retail Platform. It brings customer acquisition, sales engagement, and retention together into a single, connected ecosystem – removing silos and creating a consistent experience from first contact through long-term loyalty.

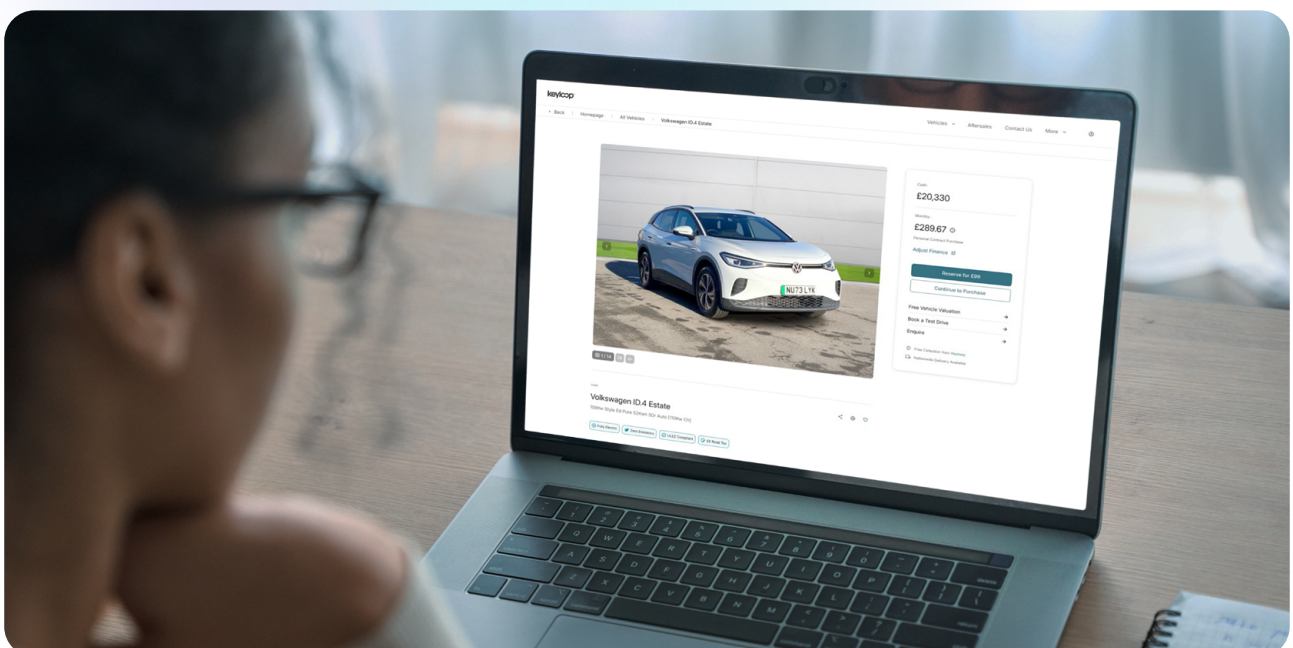
At the heart of the Demand domain are Acquisition Hub and Sales Hub, which together orchestrate how dealerships attract, engage, and convert customers. Acquisition Hub centralises campaigns, enquiries, and lead capture across channels, while Sales Hub ensures every opportunity is tracked, prioritised, and progressed with confidence.

Fusion's Demand domain enables dealerships to reach the right customer with the right message at the right time. Intelligent lead management reduces the risk of missed or delayed follow-ups, while omnichannel user accounts create a seamless experience across digital and physical touchpoints. Automated renewal reminders and retention workflows make it easier to maintain long-term customer relationships.

Real-time data insights give teams visibility into customer behaviours, preferences, and buying patterns. With a single view of each customer, staff can deliver highly personalised interactions that improve conversion rates, shorten sales cycles, and increase satisfaction.

By connecting commerce solutions, customer communications, and analytics, the Demand domain ensures acquisition, sales, and retention are fully aligned, measurable, and continuously optimised. Engagement becomes intentional rather than reactive.

The result is a frictionless journey from first enquiry to repeat purchase – where every interaction strengthens relationships, maximises vehicle lifetime value, and turns customer data into actionable insight.



## The Demand Domain: Turning engagement into revenue and loyalty

Demand is one of the four core domains that make up Fusion, Keyloop's Automotive Retail Platform. It brings customer acquisition, sales engagement, and retention together into a single, connected ecosystem — removing silos and creating a consistent experience from first contact through long-term loyalty, conversion rates and satisfaction. By integrating commerce solutions, customer communications, and analytics, the Demand domain capabilities ensures that acquisition, retention, and loyalty are connected, measurable, and optimised.

At the heart of the Demand domain are Acquisition Hub and Sales Hub, which together orchestrate how dealerships attract, engage, and convert customers. Acquisition Hub centralises campaigns, enquiries, and lead capture across channels, while Sales Hub ensures every opportunity is tracked, prioritised, and progressed with confidence.

Fusion's Demand domain enables dealerships to reach the right customer with the right message at the right time. Intelligent lead management reduces the risk of missed or delayed follow-ups, while omnichannel user accounts create a seamless experience across digital and physical touchpoints. Automated renewal reminders and retention workflows make it easier to maintain long-term customer relationships.



Real-time data insights give teams visibility into customer behaviours, preferences, and buying patterns.

With a single view of each customer, staff can deliver highly personalised interactions that improve conversion rates, shorten sales cycles, and increase satisfaction.

By connecting commerce solutions, customer communications, and analytics, the Demand domain ensures acquisition, sales, and retention are fully aligned, measurable, and continuously optimised. Engagement becomes intentional rather than reactive.

### THE RESULT?

A frictionless journey from first enquiry to repeat purchase — where every interaction strengthens relationships, maximises vehicle lifetime value, and turns customer data into actionable insight.

## Managing inventory in real time

Even the most sophisticated dealerships face the same challenge: turning inventory into opportunity.

Stock that sits idle not only ties up capital but also risks frustrating customers and undermining trust. In today's fast-moving market, accuracy, agility, and transparency in stock management are no longer optional. They are critical to maintaining competitiveness.

Consumers expect up-to-date availability at every touchpoint. If they see a vehicle online, they assume it's ready to buy. When reality doesn't match expectation, frustration is immediate, and abandonment is high. Stock isn't just a resource; it's a customer experience in motion.

### The numbers tell the story:



£  
10-15

Ageing stock costs dealers  
£10–15 per day, per vehicle  
(Source: ASE Global, 2024)



72%

Of customers abandon enquiries  
when online availability is  
inaccurate (Source: AutoTrader  
Consumer Trust Study, 2023)



1 in 4

salespeople report quoting  
for unavailable stock monthly  
(Source: Keyloop Sales Insight, 2024)

A connected approach transforms these challenges into advantages. When inventory systems, pricing tools, and customer-facing platforms are integrated, dealers can optimise stock levels, ensure accuracy, and provide a seamless experience from search to sale.

By connecting stock data across the dealership ecosystem, retailers can not only minimise waste and lost sales, but also build trust and confidence in the buying journey—turning inventory into a strategic asset rather than a liability.

Real-time visibility enables smarter decisions: moving the right vehicles at the right time, reducing holding costs, and improving customer satisfaction.

## The Supply domain: Turning inventory visibility into profitability

Supply is the second of four core domains that make up Fusion, Keyloop's Automotive Retail Platform. It addresses inventory complexity by providing full visibility and control across all vehicle types - new, used, and pipeline.

At the core of the Supply domain is Vehicle Hub, which centralises vehicle data and stock management into a single, reliable source of truth. Vehicle Hub gives dealerships real-time visibility into availability, status, and movement across locations, enabling teams to stay in control as stock flows through the retail lifecycle.

Enhanced vehicle data and pricing optimisation tools ensure accuracy and competitiveness, while automated workflows reduce rekeying, errors, and administrative overhead. This frees teams to focus on higher-value activities while maintaining confidence in the data that underpins every decision.

By connecting inventory data with customer-facing platforms, the Supply domain ensures online listings are always accurate and up to



date. This reduces abandoned enquiries, builds trust, and delivers a more consistent buying experience across digital and physical channels.

With centralised insights and dependable data from Vehicle Hub, dealerships can make faster, more informed decisions, optimise stock rotation, and reduce holding costs. Inventory management shifts from a fragmented, reactive process into a controlled and measurable driver of profitability.

The Supply domain transforms how dealerships manage vehicles - creating efficiency, transparency, and reliability for employees, while giving customers confidence that the vehicles they see are genuinely available.

## OWNERSHIP

### Elevating aftersales performance

Service experiences have become a major differentiator in automotive retail.

Customers now judge brands as much by how they are supported post-purchase as by the purchase itself. A seamless, transparent, and proactive service journey can cement loyalty, build trust, and influence repeat purchases.

Modern vehicle owners expect more than functional repairs; they want convenience, clarity, and confidence that their time and investment are respected. When expectations are unmet, brand perception suffers.

A connected approach addresses these challenges by linking customer, vehicle, and dealer data

across the ownership journey. When service history, preferences, and proactive reminders are integrated, dealerships can deliver personalised, frictionless experiences that delight customers at every touchpoint.

By viewing ownership as a continuous, connected journey rather than a series of isolated transactions, dealers and OEMs can increase satisfaction, nurture loyalty, and drive long-term value, turning aftersales into a strategic advantage rather than a cost centre.

The data underlines the importance of ownership experience:

A circular infographic with a purple-to-orange gradient border. The number '53%' is centered in a bold, black font. The circle is partially filled with a light purple color.

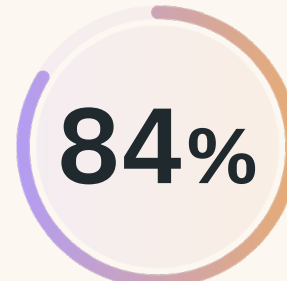
53%

Of customers value a better service experience more than the purchase experience (Source: McKinsey)

A circular infographic with a purple-to-orange gradient border. The number '40%' is centered in a bold, black font. The circle is partially filled with a light purple color.

40%

Of vehicle owners say a poor dealer service experience would negatively impact their brand perception (Source: Synchron)

A circular infographic with a purple-to-orange gradient border. The number '84%' is centered in a bold, black font. The circle is partially filled with a light purple color.

84%

Of consumers report that a more transparent experience would improve the service process (Source: AutoMD)

Modern vehicle owners expect more than functional repairs; they want convenience, clarity, and confidence that their time and investment are respected.

## The Ownership domain: Connected, departments, smarter service

Ownership is one of the four core domains of Fusion, Keyloop's Automotive Retail Platform. It reimagines aftersales by connecting customer, vehicle, and service data in real time — enabling proactive, personalised, and efficient service journeys across every touchpoint.

At the heart of the Ownership domain is Service Hub, which brings these journeys to life by automating routine tasks, orchestrating workflows, and providing real-time visibility for both customers and service teams. From online booking and live service tracking to proactive notifications, Service Hub delivers the transparency and convenience today's customers expect.

For service teams, the Ownership domain unlocks smarter ways of working. Integrated data surfaces upsell and cross-sell opportunities, enables personalised communications, and helps optimise workshop capacity and workloads. The result



is lower cost-to-serve, higher productivity, and stronger revenue performance.

By centralising data and automating follow-ups, Fusion ensures no customer query, update, or opportunity is missed. Consistent, transparent service experiences build trust and confidence, turning one-time buyers into loyal, long-term customers.

With the Ownership domain, dealerships can deliver seamless, predictable, and high-value aftersales experiences, transforming service from a reactive necessity into a profitable, strategic advantage.

## OPERATE

### Running with clarity and control

Operational efficiency is the backbone of a successful automotive retail business.

Yet, many dealerships and OEMs struggle with fragmented systems, inconsistent data, and time-consuming processes that limit productivity and frustrate both employees and customers. In today's fast-moving market, how you operate can be just as important as what you sell.

Customers expect accuracy and speed. If online information is wrong or delayed, confidence erodes and opportunities are lost. Internally, employees spend valuable hours hunting for the right data, slowing decision-making and reducing capacity for strategic work.

The numbers highlight the scope of the challenge:



38%

Of retailers report inconsistent data across systems as a key pain point in their operation (Source: OC&C Study 2024)



50%

Almost half of retailers believe they are burdened by too many systems and processes, creating friction for both employees and customers alike.



12h

Up to 12 hours a week are lost due to data silos, as employees chase correct information (Source: Google Cloud Study 2023)

A connected approach transforms operations. By integrating data, systems, and workflows, dealerships can streamline processes, reduce errors, and empower employees to focus on value-added activities. Real-time visibility and consistency across platforms enable faster, more informed decision-making, improving both customer experience and internal efficiency.

When operations are connected, every touchpoint—from enquiry to sale to service—is optimised, creating a smooth, reliable experience that benefits staff, customers, and the bottom line alike.

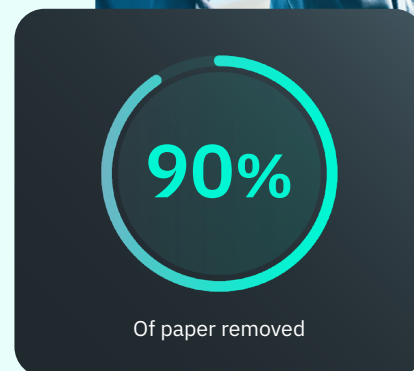
By integrating data, systems, and workflows, dealerships can streamline processes, reduce errors, and empower employees to focus on value-added activities.

## The Operate domain: Turning connected data into confident decisions

Operate is the fourth of four core domains that make up Fusion, Keyloop's Automotive Retail Platform. It underpins the day-to-day running of the dealership by unifying data sources and operational workflows, enabling smarter decisions and more consistent execution across the business.

At the centre of the Operate domain is Keyloop's market-leading Dealer Management System (DMS), which provides a robust operational backbone for finance, accounting, compliance, payments, and core retail processes. By integrating these foundations directly into Fusion, Operate ensures data consistency, accuracy, and control across every department. Operate delivers advanced dashboards, intuitive APIs, and multichannel communications that give teams real-time visibility and actionable insight. Integrated e-invoicing and general ledger functionality streamline accounting and compliance processes, reducing manual effort, eliminating rekeying, and minimising costly errors.

These operational capabilities are further enhanced by Keyloop VEGA, which brings predictive performance intelligence into the Operate domain. By unifying sales, service, inventory, and financial data into a single live



view, VEGA helps leaders identify trends, flag underperformance early, and act decisively — shifting the business from reactive reporting to proactive management. [keyloop.com], [motortrader.com]

By consolidating workflows and insight into one connected operating model, Operate improves collaboration across teams and empowers employees to focus on higher-value work. Customer-facing processes benefit too, with faster responses, more consistent execution, and personalised communications across every touchpoint.

The Operate domain transforms the operational backbone of dealership retail — delivering efficiency, accuracy, and scalability that drive immediate performance improvements while supporting long-term, data-led growth.

CASE STUDY

# Service Hub

OWNERSHIP

keyloop™ | FUSION™

keyloop™

# How Service Hub transformed Park's aftersales experience

Park's Motor Group is one of Scotland's largest dealer groups, with 80 locations representing 28 franchises.

With a long-standing partnership spanning almost 20 years, Park's has played a key role in helping Keyloop shape and enhance its digital solutions, most recently adding Keyloop's end-to-end aftersales solution, Service Hub.



## CHALLENGES

As Park's continues to expand, the group needed to streamline its aftersales processes and replace the multiple platforms technicians and service teams relied on every day. Managing customer check-ins, workshop operations and upsell opportunities across disparate systems created inefficiencies.

At the same time, Park's wanted to improve the customer experience - reducing no-shows, increasing clarity and convenience at check-in, and ensuring technicians had intuitive tools that supported a faster and more consistent workflow execution.



## SOLUTION

Park's adopted Keyloop Service Hub to unify its service operations, removing the need for three separate platforms. With online check-in, integrated upsell journeys and a technician-friendly tablet interface, Service Hub delivered the simplicity, efficiency and profitability Park's was looking for.



## IMPACT

Since the rollout, Park's has seen a £57 increase in average invoice value, a 42% rise in upsell, and a significant drop in customer no-shows. Customers are more comfortable making decisions during online check-in, while staff benefit from a streamlined, fully connected workflow.

For the Technicians, it's transforming the speed and ease of completing VHCs and workshop clocking. With Service Hub now in place, Park's is excited to see how Service Hub will integrate with the future products arriving as part of the Fusion platform, further enhancing efficiency across the group.



One of the main benefits we've found with Service Hub is our average invoice value has increased £57 per invoice, and the online check-in has really helped us in two main areas. It's helping with no shows - that has decreased massively. The second area is upsell. The customer seems more comfortable sitting at home when they're doing the online check in and so far across the group our upsell has gone up 42%.

**PARK'S MOTOR GROUP**  
Scotland's Driving Force

# A connected future starts now

The challenges facing automotive retailers aren't new, but the tools to solve them are.

From lead generation to aftersales, stock management to operations, disconnection remains the silent barrier to growth, efficiency, and customer satisfaction.

Keyloop's Automotive Retail Platform, Fusion, is the smarter, scalable way to connect your systems, unite your teams, and deliver seamless experiences.

The new automotive era is already here and now, thanks to Fusion, the tools to make the most of it are too.

**Contact us to book a discovery call.**

keyloop™