



# Cisco Customer Experience Research Automotive Industry Global Data

# Cisco Customer Experience Report Scope and Methodology—Automotive Industry

**1,514**

End-user respondents

3 age groups...

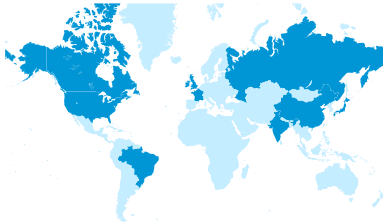
**18–29** Generation Y/Millennial

**30–49** Generation X

**50+** Baby Boomers

**10**

Countries



Brazil, Canada, China,  
France, Germany, India,  
Japan, Russia,  
United Kingdom,  
and United States

\* Insight Express

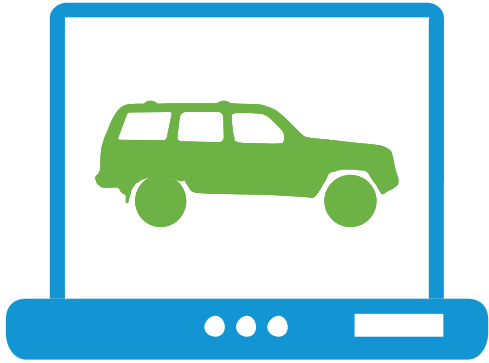
Source: Cisco Systems, 2013

# Car Buying Experience Goes Digital



# Buying Experience Goes Digital

Consumers Desire a Better Virtual Buying Experience



**VS.**



**83%**

prefer to research cars online

**17%**

prefer to call or go to a dealership  
in person

...when researching online



**47%**

trust third-party websites



**37%**

trust car manufacturers websites

Source: Cisco Systems, 2013

# Buying Experience Goes Digital

Consumers Desire a Better Virtual Buying Experience



**50%** prefer interactive kiosks for information when they have an option to reach a live person

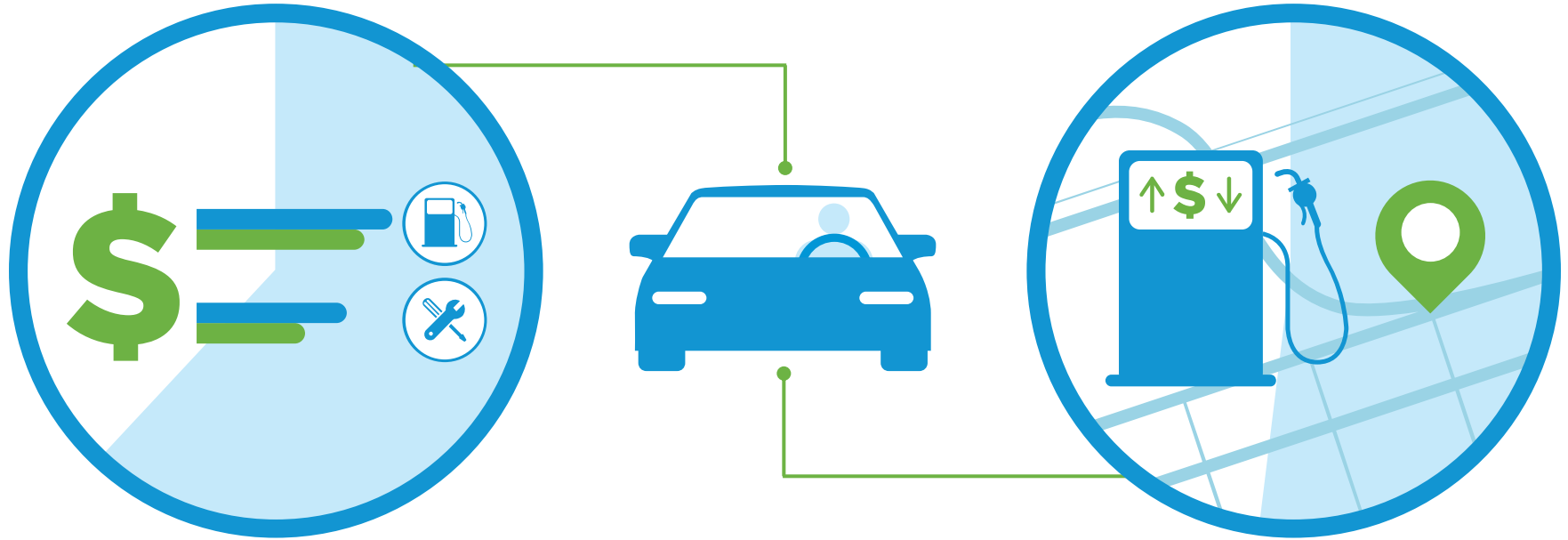
**55%** would be comfortable using virtual technology like video to interact with a car dealership, all the way through the process of signing the paperwork to purchasing the car

**64%** would be willing to use an automated dealership to service their cars

Source: Cisco Systems, 2013

# Automobile Cost Tracking

Consumers Seek Smarter Insights Into Auto Operating Costs



**62%**

want a device on their car that tracks their budget for gas mileage and auto maintenance

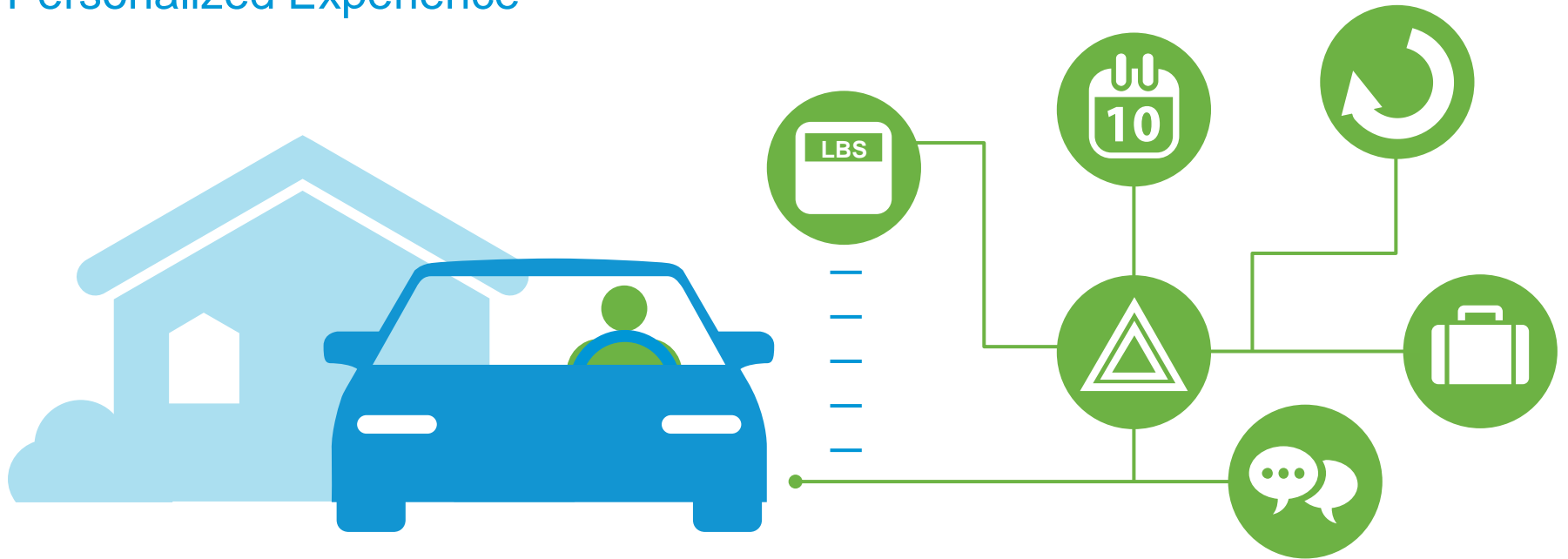
Source: Cisco Systems, 2013

**52%**

want their car to be able to monitor gas prices

# Cost of a Better Driving Experience

Consumers Trade Personal Data for Savings, Safety, and a Personalized Experience



**74%**

would allow driving habits to be monitored to save on insurance/service maintenance

Source: Cisco Systems, 2013

**65%**

would share height/weight, driving habits and entertainment preference for a more custom driving experience

# Cost of a Better Driving Experience

Consumers Trade Biometrics Data for More Personal Vehicle Security



60%

would provide biometrics (e.g., fingerprints, DNA samples etc) for personal vehicle security

Source: Cisco Systems, 2013

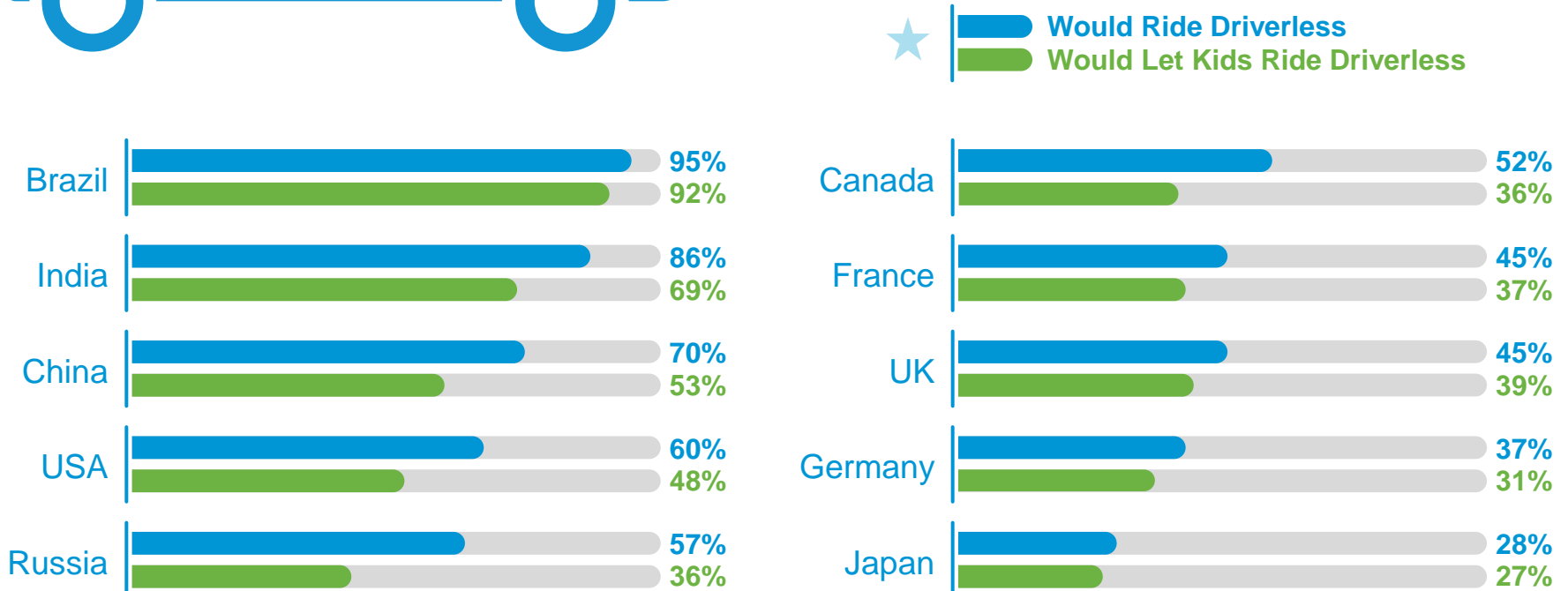


# Consumers Desire More Automated Automobiles

## Consumers Trust Driverless Cars

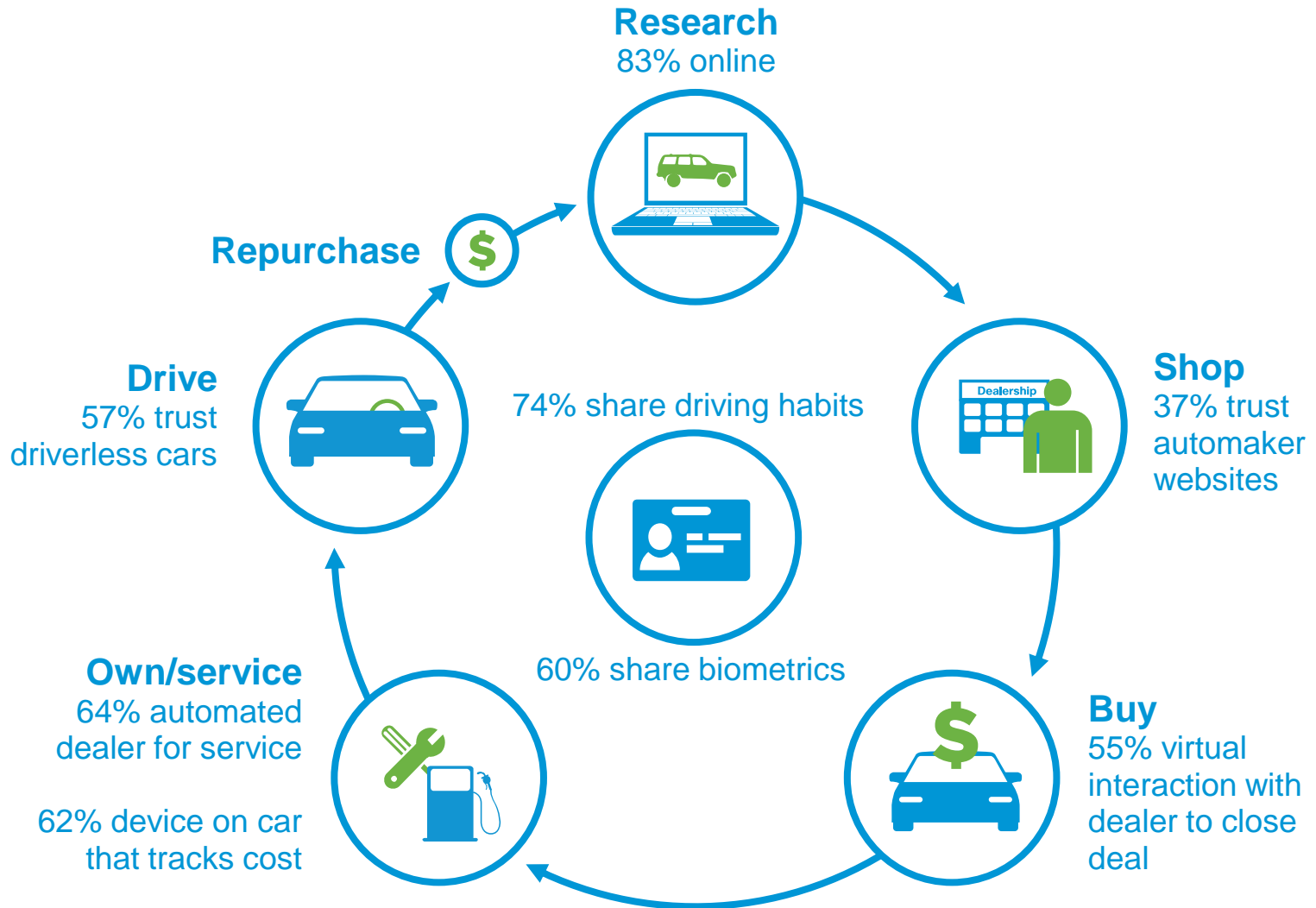


**57%** of consumers, globally, trust driverless cars—even more so in emerging markets



Source: Cisco Systems, 2013

# Car Buying Experience Goes Digital



Source: Cisco Systems, 2013

Thank you.

