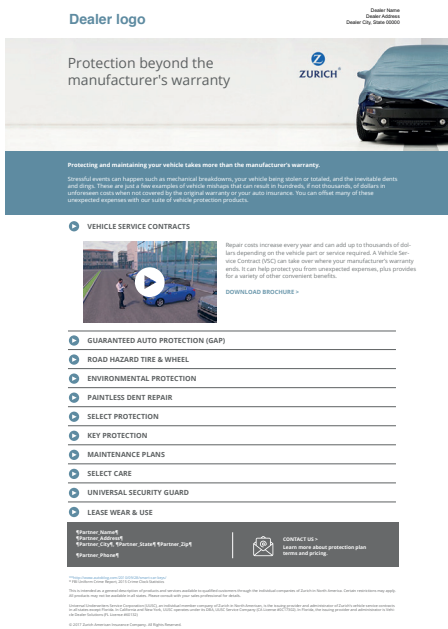


# Zurich F&I online: Consumer education resources



# Educate and empower your car buyers



When it comes to the car buying process, consumers are hungry for information and F&I is no exception. In fact, research indicates that one of the biggest barriers to purchasing F&I products is the lack of information available to consumers<sup>1</sup>. Consumers want to know what is and is not covered by the additional products that are available for purchase. Most importantly, consumers look to dealers to offer products that have value and provide tangible benefits.

Zurich is committed to improving the customer experience and helping dealers maximize their F&I opportunities. That is why we have developed an F&I Online Consumer Education Program that can help your dealership address these needs.

## Zurich's F&I Online Program can help:

- Provide F&I product education to prospective car buyers, allowing them to research at their own convenience.
- Enrich the F&I customer experience through knowledge sharing.

- Shorten time spent in the F&I office, increasing overall customer satisfaction.
- Increase potential F&I sales.
- Capture pre- and post-sale engagement with consumers.

## Program features:

- Dealership-branded landing page that gives car buyers access to F&I product videos and interactive brochures – they can view at home, on mobile devices, or even in your dealership.
- It's measurable – you will have access to your landing page metrics, such as number of visits and leads.
- Easy set up – add a simple line of HTML to your website to automatically link to your co-branded landing page.
- Flexibility – this program is compatible with any dealership website. We will collaborate with you to identify the best placement of links on your website.
- Lead generation – you own the leads generated from your landing page. All leads are directed to your business development center.

<sup>1</sup>Custom research conducted by Ipsos SMX January 2016, F&I Pop-Up Community/Auto Insiders.



# Improve the customer journey

Zurich's F&I Online Consumer Education program allows you to enhance the customer buying experience – at all stages of the buying cycle.



## Pre-sale:

Provide car buyers the opportunity to learn more about vehicle protection products before they make their final buying decision by providing educational resources on your website. Zurich can recommend strategic placements of the link to help optimize the customer's experience on your website. Possible options for placement could include:

- Main navigation of website
- Banner ad/image on home page (i.e. photo carousel)
- Banner/button on inventory search and detail pages
- Link in dropdown on homepage navigation bar (i.e. finance or shopping tools)

## In-dealership experience:

Engage customers while in store. Utilize a tablet or monitor that can be shared with customers to view the videos and brochures directly from

your website while waiting in the sales or F&I office. This will allow your customers to become more familiar with the features and benefits of the products before they are presented.

Do you have a Service Advisor Program? Offer a tablet to customers waiting for car maintenance or repairs so they can view the various protection products available.

## Post-sale engagement:

For customers who did not purchase during the car-buying process, an after-the-sale strategy can help generate additional business. This program can help you promote your available F&I products and potentially increase product sales even after customer has left the dealership.

Questions? Contact your Zurich representative.



**Zurich**  
7045 College Blvd.  
Overland Park, Kansas 66211  
800-840-8842 ext. 7449  
[www.zurichna.com/automotive](http://www.zurichna.com/automotive)

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