



Shifting Gears: What Shapes *Automotive* Customer Interactions Today

The TP Business Insights Lab's Global Survey reveals the key trends shaping customer engagement with automotive brands. These expert insights enable the world's leading brands to stay ahead in a rapidly evolving automotive market.

What are car owners looking for when shopping for their next vehicle?



41%

are likely to choose electric, hybrid, or plug-in models



18%

cross all generations prefer purchasing their next car online



+20%

of Millennials and Gen Z favor online sales

Top 5 channels for customer engagement

	Voice	41%
	Email/ Web form	15%
	Chat with a live agent	11%
	Instant messaging	7%
	Click-to-call	5%

40%

of customers used self-service to get information or resolve issues in the past year.

Customer insights: The role of AI in modern customer support

39%

of customers feel AI bots lack empathy, emphasizing the continued importance of emotional intelligence

36%

state AI bots are effective for simple tasks, affirming their efficiency in handling mundane issues

3%

of customers used Gen AI tools (for assistance)

Customers report a **9/10** satisfaction score **for support via mobile apps**, underlining their effectiveness as the key customer engagement channel.

Despite its effectiveness, only **5%** of customers **contacted their manufacturers via in-app channels**.

Which channels did consumers use within the **Mobile App** to contact support?

- 47% **Chat with live agent**
- 40% **Email**
- 33% **Chatbots**
- 33% **Web form**
- 32% **Click-to-call**
- 27% **FAQ's**

Customer experience: A key driver of lasting loyalty

Customers with a **positive experience** in their last contact are more likely to **stay loyal**.

+13%

(compared with those who did not contact)

-27%

Customers with a **negative experience** in their last contact show **reduced loyalty**.

Ready to drive customer loyalty and accelerate business growth?

Discover **TP's expert solutions** for the automotive industry.

Contact us now!

