

Do You Know Why You Lost Your Customer? We Do.

Introducing the Voice of the Defector

DMSC 2026



“I received no less than six emails and text messages from one dealership pushing me to schedule an appointment... The other dealership offered a better price and were patient, and we never felt rushed.”

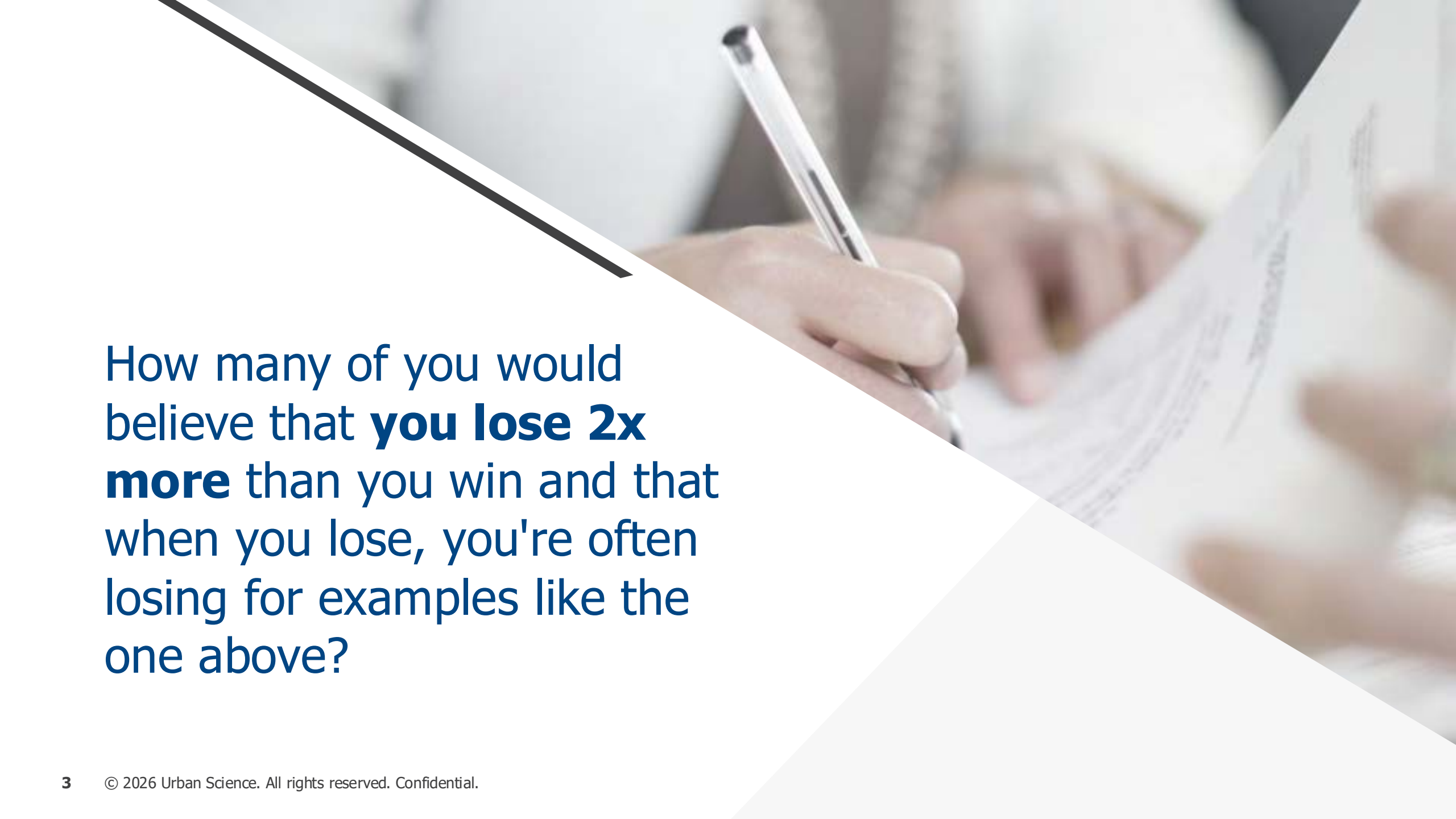
Assumption

We need immediate and consistent follow up

VS.

Reality

Respectful pacing won the sale

A close-up photograph of a person's hand holding a silver pen and writing on a white document. The background is blurred, showing other people and documents, suggesting a meeting or office setting. A large white diagonal shape is overlaid on the left side of the image, containing the text.

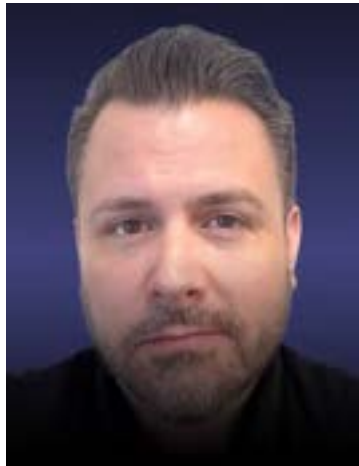
How many of you would believe that **you lose 2x more** than you win and that when you lose, you're often losing for examples like the one above?

Creating the voice of the defector



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Defection =

when a CRM lead buys elsewhere.

The *purest signal* of your process and marketing gaps.

On average

21% of
CRM leads defect

200 defections per
month =

100 hours of
wasted follow-up

The Conversion Gap

72% Dealers are
highly confident that their
sales process converts
leads effectively

BUT...

67%
say closing a lead/sale is a
lot more difficult today
compared to one year ago



Conversion is the new battleground...

and **Defection Insights**
arm you with the full
story.

Optimize Sales Performance

Informed Coaching Conversations

Smarter Marketing Spend

The Voice of the Defector

Don't guess why customer leave, just ask them.

- CRM activity \neq customer sentiment
- Sold-customer surveys miss a critical audience: **lost shoppers**

What were key things you
needed to know, and how did
we **create questions to find
answers?**



Defection Survey

Hear directly from shoppers who just bought elsewhere.

Gather feedback you can act on immediately to improve process and coach your team.





Survey
says.....
**#1 cause of
defections?**

Price?

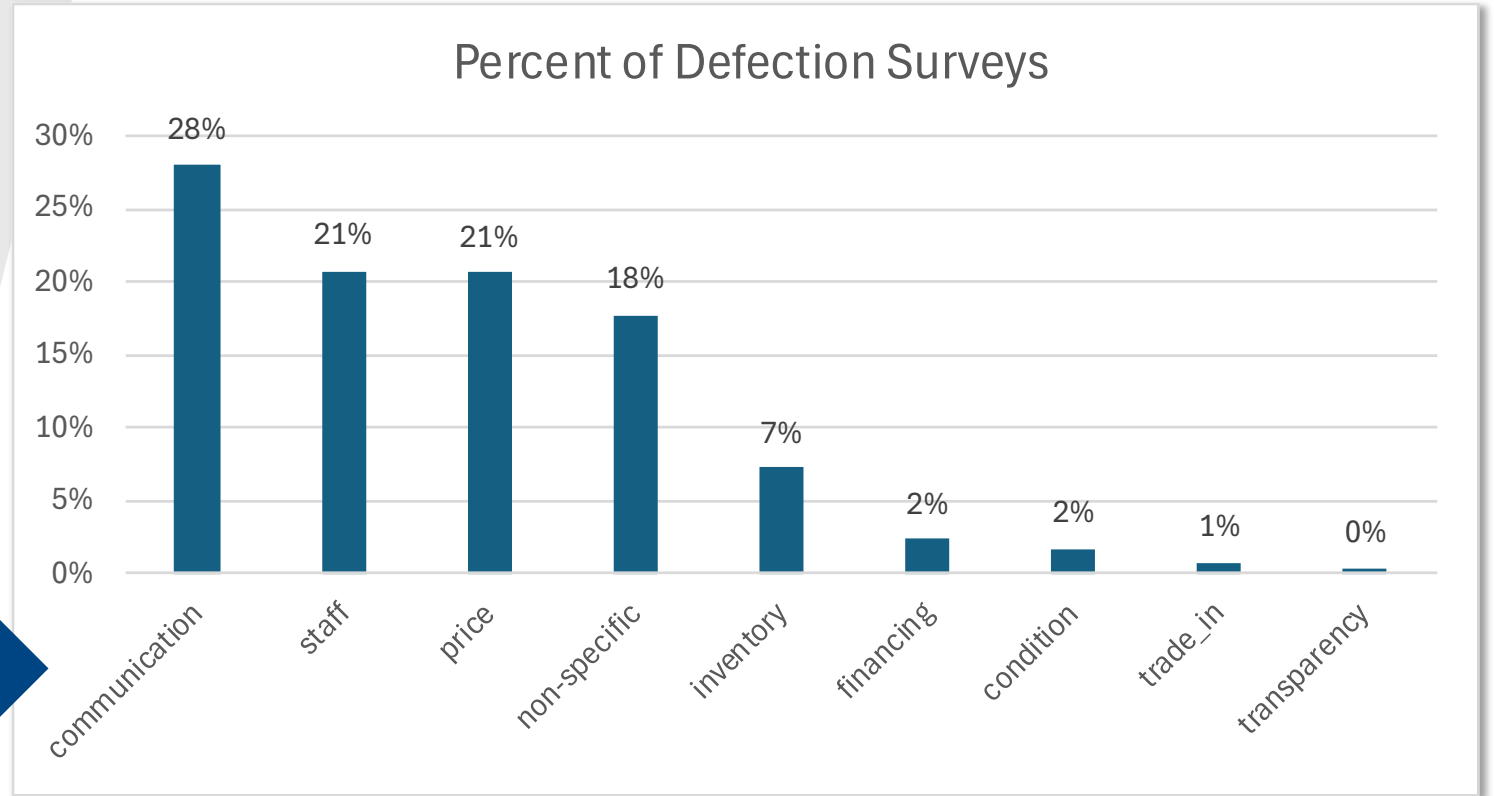
Communication?

In-store Experience?

Inventory?

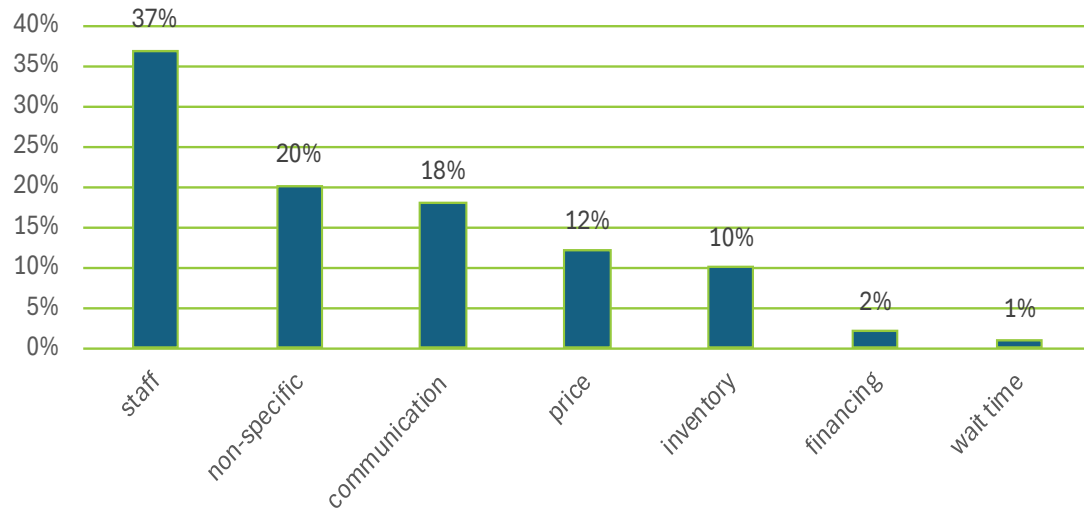
Price is
NOT the
top driver

It's Communication!



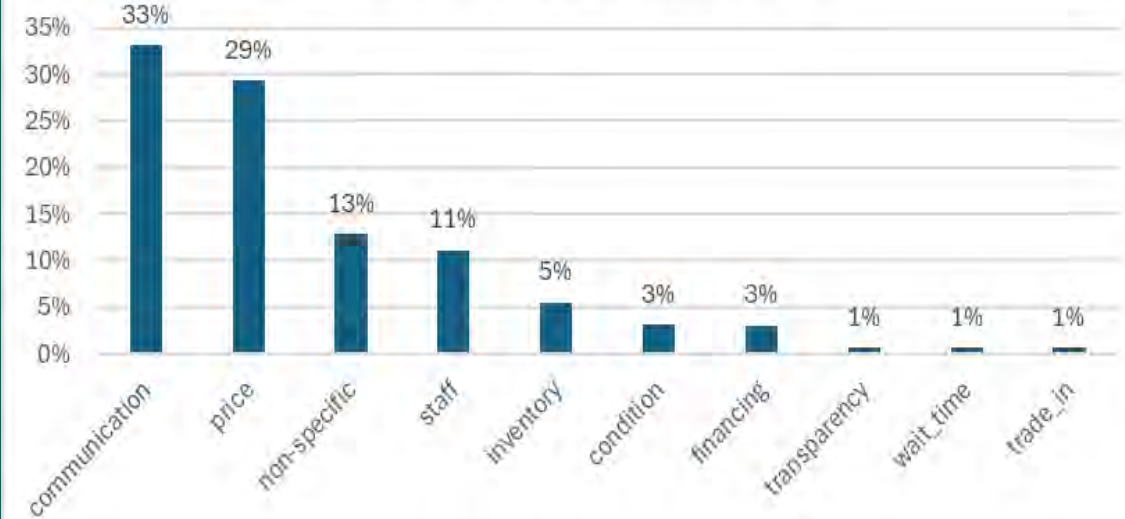
Promoters vs. Detractors

Promoters



1. Staff
2. Non-specific
3. Communication
4. Price

Detractors



1. Communication
2. Price
3. Non-specific
4. Staff



Assumptions VS. Reality

Sales couldn't make effort with an out the door price. Only did "come into the dealership" BS to waste my time. Luckily I found a dealer that doesn't sit on their ass and push AI generated, sloppy, lazy emails back and forth. And I went with them. I'm glad I went elsewhere and bought another brand. Thanks for nothing

Assumption

AI can supplement follow up and provide a better customer experience

VS.

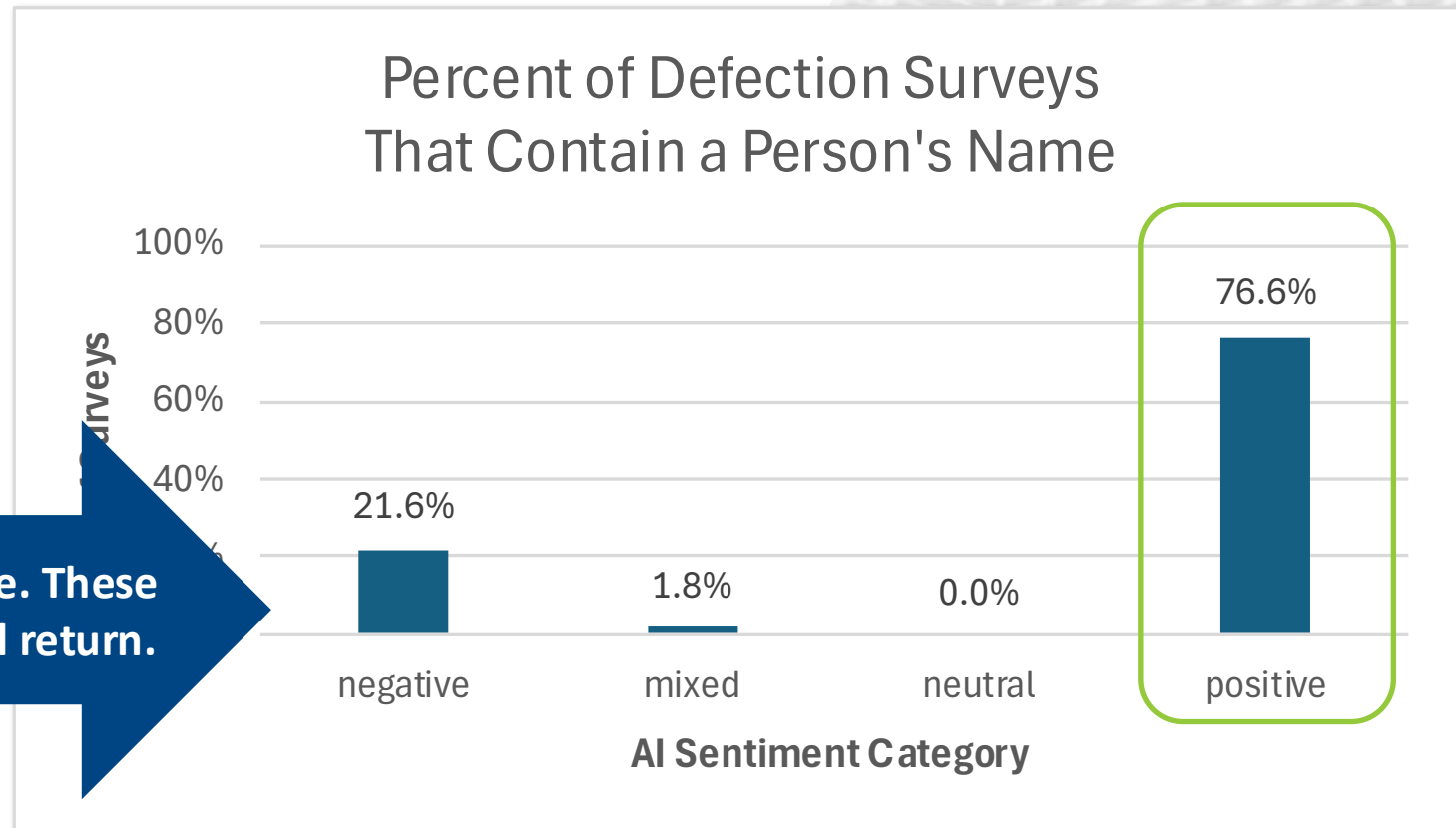
Reality

AI failed and couldn't provide the customer the answers they wanted

Coaching is a core focus at your stores; how do you use these insights to **improve coaching conversations?**



Empower your people to be great!



People really make the difference. These customers will return.

The sales coach took off his glasses and I realized he was likely recording our conversation with Meta glasses. This made me very uncomfortable and completely broke trust.

Assumption

Tech improves experience through personalization.

VS.

Reality

Customers might think it's invasive and breaks down trust.

What was the most
**surprising piece of
feedback** you received
from a defected customer,
and why did it stand out?



I found the color I wanted 300 miles away and asked the salesperson multiple times if they were able to get that car or If I could order one. They never called me back, also front desk called me and I told them I was about to buy the car 300 miles away and they said they could bring the car so I said ok then let's do it, still they never called again. On the other hand, in the other dealership they were kind, responsive and they cared a lot got me a great deal they even paid for my bus to go get the car!!!!

Assumption

Our workflows ensure every customer is being followed up with

VS.

Reality

Missed follow ups = Missed sales

How did your teams react when they first saw this feedback from lost customers, and how did you use it to **guide training or process changes?**



The price went from one number to another to another - total confusion with too many reps. I bought elsewhere.

Assumption

Negotiation is normal

VS.

Reality

Inconsistency equals confusion and poor customer experiences

How does flagging price concerns help **get ahead of FTC complaints?**



One of the sales reps misspelled my name. He did address me as Mr., which was important, but once you don't know who you're emailing, I feel like I'm part of a cattle car.

Assumption

The faster we move the more likely we can capture the sale

VS.

Reality

Fast can cause simple errors – slow and correct can win the day

What were you able to
do with this information
once you knew?



I was very disappointed that I was not offered a better deal, especially since I was a repeat customer and have bought multiple new vehicles since 2019. I was able to get a great deal at a different dealer for the same make & model vehicle w/ no money down. Because of this I will be doing business with new dealership from now on.

Assumption

Our loyal customers will stick with us no matter the price

VS.

Reality

Customers want to be valued and are willing to shop around during the affordability crisis



**This isn't guessing
why customers leave.**

This is customers telling you
**clearly, emotionally, and
repeatedly.**