

## **Car Buyers' Needs Are Not Considered In More Than 40% Of Sales**

*A recent Automotive Customer Satisfaction Pulse Study was conducted by BARE International to gain insights from an everyday customer's point of view. The study indicates that more than 40% of auto sales conversations do not gather key information such as what the buyer is looking for, how the vehicle will be used and how much a buyer is comfortable spending.*

Fairfax, VA ([PRWEB](#)) April 26, 2016 -- A recent Customer Satisfaction Pulse Study conducted by BARE International indicates that more than 40% of auto sales conversations do not gather key information such as what the buyer is looking for, how the vehicle will be used and how much a buyer is comfortable spending. This Pulse Study was conducted to gain insights from an everyday customer's point of view.

According to BARE president Mike Bare, "We consult with several automotive brands. Our goal was to conduct a brief pulse study to give our current and potential clients insight into how their customers experience the sales process. The results show some clear industry indicators."

Three major automotive brands were evaluated across ten countries. The study investigated five relevant touch-points of the customer journey: Pre-Visit Telephone Call, Arrival at the Dealership, Sales Advisor Interaction, Sales Closing, and General Impressions and Recommendations. The overall results show clear indications for areas of improvement during the sales process.

To download the benchmark report, go to <http://www.bareinternational.com/global-automotive-pulse-study/>.

### About BARE International

BARE International sets the industry standard as the largest independent provider of customer experience research, data, and analytics for companies worldwide. Founded in 1987, BARE International is a local, family-owned business with global capabilities. BARE is headquartered in the Washington, D.C. suburb of Fairfax, Virginia with ten offices around the world. On any given day, BARE International is doing business for clients in more than 150 countries, completing more than 50,000 evaluations each month. To learn more about BARE International's customer experience research services, visit [www.bareinternational.com](http://www.bareinternational.com).

###



**Contact Information**

**Guy Caron**

BARE International

<http://www.bareinternational.com>

+1 703-995-3107

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).