



Reduce the Cost of Printing in the Auto Industry

Going Digital Saves Money

Botdoc offers automotive dealerships a compliant solution for handling sensitive information digitally. By embracing a digital approach, dealerships can achieve secure, efficient, and smooth internal operations while minimizing risks such as fines, data breaches and more.

We carried out a study involving over 250 dealership locations to compare customer preferences for printed documents versus digital documents.

87%

When given the choice, 87% of customers opted for digital final documents.

A digital process offers convenience to both dealerships and clients. Streamline your operations and increase productivity with a solution aimed to reduce manual processes, taking a multi-step experience down to one.

Botdoc works smarter, not harder.

Calculating the Cost of Traditional Supplies

Printing expenses can account for up to 3% of a company's yearly income. Even though this percentage seems modest, material expenses can add up rapidly. Here's a breakdown:



\$3-\$10
Paper Ream



7¢-20¢
Inkjet Cartridge



5¢-15¢
Toner Cartridge



\$60
Fedex Overnight



\$1.08-\$2.68
Custom Folder



\$2-\$5
USB Drive



\$3.85 / Customer

The average amount spent on material per customer when closing a deal.

SAVE MORE WITH BOTDOC! THE SMART CHOICE FOR DEALERSHIPS

When finalizing a sale, a dealership that offers physical copies of documents typically spends **\$2.85 on paper** and **\$1 on a folder** per customer.

Throughout tax season, **approximately 5% of previous clients ask for copies of their documents**. In order to be compliant with FTC regulations, these copies will be printed and mailed.

The total cost per customer for the printing and expedited shipping process is **\$62.85**, which includes a **\$60 overnight fee** and **\$2.85 for the paper** cost.

PRINTING COST PER CUSTOMER

Folder + Paper: \$3.85/ea
Overnighting Documents: \$60/ea
USB Drive: \$2-\$5/ea



Reduce Printing Expenses with Botdoc

The annual cost reduction using Botdoc is greater than the cost of Botdoc.

For a dealership selling 100 cars per month:

$\$3.85 \times 1200$ (12 months x 100 cars) = \$4,620, 87% of \$4,620 = \$4,019.40
 $\$62.85 \times 60$ (5% of 100 cars x 12 months) = \$3,771
 $\$4,019.40 + \$3,771$ = Total Cost Reduction



\$7,790.40

Annual Cost Reduction

For a dealership selling 200 cars per month:

$\$3.85 \times 2400$ (12 months x 200 cars) = \$9,240, 87% of \$9,240 = \$8,038.80
 $\$62.85 \times 120$ (5% of 200 cars x 12 months) = \$7,542
 $\$8,038.80 + \$7,542$ = Total Cost Reduction



\$15,580.80

Annual Cost Reduction

For a dealership selling 300 cars per month:

$\$3.85 \times 3600$ (12 months x 300 cars) = \$13,860, 87% of \$13,860 = \$12,058.20
 $\$62.85 \times 180$ (5% of 300 cars x 12 months) = \$11,313
 $\$12,058.20 + \$11,313$ = Total Cost Reduction



\$23,371.20

Annual Cost Reduction