

Barnett Jackson

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

Consigner Research Findings

2024



DODGEUX

Consignor Workshop

The goal of our workshop session was to understand problems, wants and needs for the current consignor process from an internal perspective.



Workshop details

Dates

Workshop - March 12 & 13, 2024

Consignment flow - March 19 & 20

Attendees

Mike McCullough

Rachelle Mackey

Erin Morgan

Stuart Price

Bo Bell

Emily Raines

Facilitators

Jon Dodge

Kelly Brehm

Sean Brown

Memo DeAnda

We gathered your feedback and found these commonalities

Create an account

Getting to the application is hard as users have to create an account and go through too many steps and new tabs. There are too many fields asking personal information.

Dealer account

The checkbox to select when the user is a dealer is not clear and results in dealers creating personal accounts.

Short and long description

Entering a description is frustrating as user enter what they believe is right only to go abc and forth multiple times. There are no clear guidelines on what to expect.

Guest

Users can not submit an application as a guest, they must create an account.

Photos

There is no way to view submitted photos or reorder submitted photos. Users can upload many photos that may not be used or are poor quality. No ability to add a video or tell a story about their vehicle. No clear guidance or photo expectations

Multiple locations

There is no way to track multiple homes or locations per account.

On behalf of

If a consignor has a representative helping them consign their vehicles, there is no way to track the original owner and the rep who is helping “on behalf of”. The account must be switched to the rep info and may result in a disconnect of account info and vehicle ownership info.

We gathered your feedback and found these commonalities

The screenshot shows a web form titled "Basic Vehicle Information" with a help icon. It is divided into several sections:

- Main Details:** Includes fields for Year, Make (dropdown), Model (dropdown), Style (dropdown), Interior Color, Exterior Color, VIN (with a note: "Be sure the VIN you enter EXACTLY matches the one on your title"), Who is the vehicle Titled To? (with a note: "Be sure to enter the name EXACTLY as it appears on your title"), and Owner's Estimated Value (with a note: "This is the owner's estimate ONLY. An estimated value will be established for all approved RESERVE applications.>").
- Engine:** Includes a question "Is the engine in the vehicle the original engine?" (radio buttons for Yes/No), "What is the size (displacement) of the engine in the vehicle? No details. (Max Characters: 10)", and "How many cylinders does the engine have?" (dropdown).
- Transmission:** Includes "How many speeds does the vehicle's transmission have?" (radio buttons for 2, 3, 4, 5, 6) and "What type of transmission does the vehicle have?" (radio buttons for Automatic, Manual).
- Modifications:** Includes "Is the horsepower of the vehicle original or has it been modified?" (radio buttons for Original, Modified), "Does the vehicle have special High Performance Options?" (radio buttons for Yes, No), and "If so are these High Performance Options Documented?" (checkbox for Yes).
- Condition:** A section with the instruction "(check all that apply to your vehicle)" and checkboxes for STOCK, CUSTOM, ORIGINAL, CUSTOM RESTORED, ORIGINAL RESTORED, and NUMBERS MATCHING.
- Features:** A section with the instruction "(check all that apply to your vehicle)" and checkboxes for Air Conditioning, Power Brakes, Power Steering, and Power Windows.
- Additional Factory Features:** A section with the instruction "(Maximum characters 40) (Please list each feature separated by a comma i.e. Power Door Locks, Heated Seats)" and a text input field with a "Remaining Characters 40" indicator.

Application form process

The application form does not have all available vehicles to select and is missing accurate field types resulting in incorrect information being submitted. The steps are bulky and overwhelming.

The system only remembers vehicle that have been previously entered, new vehicle are manually entered. Finding the details to their vehicle is tedious and time consuming.

No way to save or restart application; users will often restart it again and that will result in duplicate applications.

We gathered your feedback and found these commonalities

Sale Information

Reserve Type <input checked="" type="radio"/> No Reserve <input type="radio"/> Reserve	<small>NOTE: Vehicles with an agreed upon estimated value of \$500,000 or greater will be considered for Reserve placement in Scottsdale; vehicles with an agreed upon estimated value of \$150,000 or greater will be considered for reserve placement in Florida, Northeast, or Las Vegas. These threshold limits are subject to change at Barrett-Jackson's sole discretion. Vehicles valued at less than the above-listed thresholds may be considered in some circumstances if Barrett-Jackson determines that special features or uniqueness of the vehicle warrant consideration for placement below these thresholds.</small>
Has the vehicle been sold at a previous Barrett-Jackson event? <input type="radio"/> Yes <input checked="" type="radio"/> No	
Would you consider consigning this vehicle to a different event? <input checked="" type="radio"/> Yes <input type="radio"/> No	
Have you been working with a specific consignment specialist already? <input type="radio"/> Yes <input checked="" type="radio"/> No	

E-Signature

In typing your name and date below, you represent to Barrett-Jackson that you have acted honestly and in good faith in supplying any information pertaining to the vehicle you wish to consign and that Barrett-Jackson may rely on the information provided.

Type your name, which will act as your e-signature.

Type Today's Date

3/29/2024

Please [click here](#) to review our Privacy Policy for details on how we use and process your information.

Submit Without Photos

Upload Photos

SUBSCRIBE

gn

Media

Members

Exhibitor

Shop

Company

Reserve

Reserve rules are not clear and are a point of confusion for users. Users often check reserve but do not meet the qualifications for vehicle estimate.

Call to action

Complete application button ends the process before users are able to submit documents. It conflicts with the email signup button in the footer.

More feedback commonalities...

2013 #5 BATMOBILE BATMOBILE

Status

Current Status: Your consignment request is currently under review by our consignment team.

[Not Reviewed](#) [In Review](#) [Denied](#) [Approved](#) [Assigned](#)

Reference Number 96799

Vehicle 2013 #5 BATMOBILE BATMOBILE

Short Description
asdfasdf

Vehicle & Title Photos

You have not uploaded any images for this request
To expedite your request through the review process please upload your photos!
[Upload Images](#)

You have not uploaded your title for this request
To expedite your request through the review process please upload your title.
[Upload Title](#)

You have not uploaded your VIN for this request
To expedite your request through the review process please upload and image of your vehicle's VIN Number.
[Upload VIN](#)

Any additional documentation can be uploaded here.
[Upload Additional Documentation](#)

Application status and lack of communication

The portal does not have accurate statuses so users are not able to track their application. During busy times, the internal team gets busy and there is concern that they are not able to communicate proper statuses, resulting in unhappy customers and a loss of business.

Post application submission

Once the application is submitted, users are not able to view their submission in the portal. If they upload additional photos, no one is alerted so the application may sit without communication.

After submission, an email is sent confirming their submission - this email is replied to often with a stream of inquired and questions.

More feedback commonalities...

Application history

There is no way to track application history or to access previous applications.

Lot assignment

Getting a lot assignment takes a long time. Customers often go without communication for a long period of time which makes customers feel unimportant and unsure.

There is no way for customers to request day/time or specific lots. There is no clear direction on how lot assignment works and no deadline when to expect an assignment.

The amount of time that goes by without lot assignment is frustrating for customers and results in a loss of business.

Leads

The team gets overwhelmed by leads, incomplete or duplicate, and struggles to follow-up with them. There is no way to see workload per specialist.

Manual process

Spending time printing applications, and having to reach out to multiple times for missing info, is resulting in many manual errors and forgetfulness. Specialists are spending less time providing specialized knowledge.

Payment process

Unable to provide receipts for sold vehicles or track payments.. Payments are tracked manually in excel, this has has a large margin for error.

Multiple vehicles

There is confusion over consigning multiple vehicles. One individual may have numerous vehicle, and could be selling some under a personal account and a dealer account. It's had to track that individual as dealer and individual accounts are handled separately. Payment terms for each vehicle may also be different and tracking each is done manually and has a large margin for error.

More feedback commonalities...

Customer service

There are no tips, training or expectations to help guide the customer through the application process. Customer service often has to walk customers through it which takes up valuable time. If there is an issue with the online form, it's hard to understand what issues the customer is having.

Auctioneer

The platform does not update emails, addresses and phone numbers and photos do not populate. Internal users have issues updating photos. New applications need to be imported. The platform does not perform as expected and trust has been lost in its effectiveness.

VIP

Consignor VIPs do not have incentives or perks compared to competitors who offer additional incentives such as free hotel stays, free tickets. Bidder VIPs do have incentives, but not the consignor.

Grievances

There is no way to track grievances or no clear arbitration process. There is a button in auctioneer, but it's not used. At the last Scottsdale auction, there were over 50 grievances; BJAC had to purchase 9 vehicles due to errors in the process.

User Interviews

The goal of our user interviews was to understand car enthusiasts, or BJAC customers, perception of BJAC, their needs and wants as collectors & resellers and understand likes /dislikes they have while selling either through BJAC or elsewhere.



Alexa - User Interview 1

Dates

March 19, 2024

Facilitators

Jon Dodge

Kelly Brehm

Sean Brown

Alexa's feedback

Alexa works for a dealer in Seattle, which is a family business. They have been selling vehicles at BJAC for 30 years. They average 40/60 vehicle per auction.

She is a VIP and works with Bo.

Has worked with Mecum and a small auction in Palm Springs

Uses the online platform to start applications then submits all needed info to dropbox and sends that over to a specialist

Current application process is "horrible" - would like to see a checklist format.

There are no photo size requirements during the application process - would be "mind blown" if there was a way to bulk upload all of her vehicles.

Log and short descriptions are difficult as there are no guidelines or writing styles. Her descriptions often get "veto.d" which isn't helpful for her. Descriptions are a pain point for her.

Prefers to be contacted through email

Would be comfortable managing her applications and statuses digitally through the online account.

Would like to be able to manage all 40-60 vehicles through one channel. For statuses, she'd like to see a weekly email with all of her submitted vehicles, and the statuses.

Receives phone calls when vehicles are ready for lot assignments. She negotiates with the specialist via phone call. She feels that negotiations are only saved for VIP members and that makes her feel good.

Would like to be able to submit a lot assignment "wish list" for days and run times. She often creates this in an excel sheet and sends to Bo.

Website upload speed is bad, even worse when closer to an auction.

Mitch - User Interview 2

Dates

March 26, 2024

Facilitators

Kelly Brehm

Sean Brown

Mitch's feedback

Mitch is a 61 yr old male who, as a hobby, likes to purchase and rebuild vintage vehicles. Loved muscle cars from a young age, hung with the muscle car group, liked to drag race. Had a lot of exposure to modified and stock cars. He started rebuilding and selling vehicles, starting with the Firebird at 16 yrs old (made a \$500 profit) and others. Bought a Chevelle for \$2500 in 1981, restored it and has it parked in his garage today.

He is retired, had a profitable career, lives comfortably and travels often.

He is considering selling his Chevelle using Barrett Jackson. He is not a previous customer nor has he sold at any other auctions.

He likes to watch the auction on TV and has attended various car shows with his Chevelle. He did not like car shows as there were more critics than supporters.

Has made a good profit rebuilding and selling cars on eBay. He was worried about fraud, but worked with a professional who had a great reputation representing sellers on eBay. This gentleman managed his listing and guaranteed his profit.

Likes Barrett Jackson because the staging looks the best compared to others. He is in need of detailing expertise. If he were to submit an application, he would like to know how the detailing is done, what it costs, and the effort included with prepping the vehicle for the auction block.

Would like the ability to upload videos and photos from the computer or phone. He wants to tell his vehicle's story.

Is an early adopter of digital, and is not scared of experiences, as long as they're simple.

Restored his Chevelle and kept original parts, build sheets, numbers, etc.

Is curious how appraisal and auction estimate would work. He knows the value as he had it appraised for insurance purposes. He would like to know where his vehicle's estimated value is compared to others in that category - would like to see a curve.

More feedback from Mitch

For lot assignment, he would like to know what other vehicle are in his lot, the number, time, day and comparisons.

Comfortable with no reserve.

Has all documented proof of his vehicle - found 3 build sheets hidden throughout when rebuilding. 1 in the foam back seat, one wedged by the gas tank, third in a front seat. Holds them securely as they are proof and "holy grail" for Chevelles.

Sidney - User Interview 3

Dates

March 27, 2024

Facilitators

Kelly Brehm

Sean Brown

Sidney's feedback

Sidney is the owner of a vintage car related museum in Florida that he opened approx 4 years ago. He has approx 110 cars in the museum. In addition to the museum, he helps store and sell cars for his customers (is not a dealer).

He has been collecting cars, as a hobby, for 40 years and owns over 80 collector cars of his own.

He attends BJAC events in Scottsdale, Palm Beach and Vegas.

He is not a current BJAC customer and has not yet auctioned any of his vehicles, but is considering consigning his personal lot. Has sold through Mecum before and did not have a good experience.

BJAC is the top of his list because he feels that the brand has a lot of class. He feels the brand has a personal touch. It's not Sotheby's, as he feels that is too high end, mecum that is bottom of the line.

Does not like the reserve policy as there is 100% risk associated with it and that's scary to him.

Sells vehicles through bringatrailor.com and facebook marketplace.

Is familiar with digital technology, but uses it "kicking and screaming". He prefers to see cars in person as opposed to consigning 100% digital.

When using bringatrailor.com:

- He knows what to expect when submitting a digital application, but only because he's familiar now; took him a while to get used to it.
- Works with a specialist
- They have reserves and specialist help him set it up
- He takes his photos, videos and writes his own documentation. They proof and provide guidance when needed. He likes to tell a story about his vehicle with photos and videos.
- Communication is through the platform

Sidney's feedback

When using Marketplace:

- Is cheap and easy
- Communication is secure through the app - no phone numbers needed - can review profiles of users who are interested in his car

Would have no problem managing his cars through BJAC online account

Would Like to be able to post up to 300 images - would like a method to handle photos and videos - upload and download. Feels photos and videos create a personal experience and is critical for storytelling

Consignor Journey

The goal of our review of the journey was to understand the user flow at a high level while verifying specific details. During this session, we were able to clarify open questions about the process and gather detailed requirements.



We heard these requirements

- Allow users to continue as a guest
- Remove fav number
- Keep first, middle and last name (keep middle name as a unique identifier)
- Need primary number
- Add ability to save as draft and restart (must create account or sign in?)
- Create more clear content around dealer vs individual account
- Move reserve next to price field and direct users with content (reserve must be vehicles worth \$500k)
- Define high performance options
- Add exhaust option
- Remove condition, features and additional factory features
- Refine conditions
 - Stock, original unrestored, original restored, customer
- Add odometer reading
- Add ability to track application
- Applications can be assigned and reassigned
- Personalize the experience for the customer and the specialist
 - Create a warm, inviting experience for new customer who are nervous
- Photos
 - Need 5 basic photos
 - Add ability to order
 - Need odometer (if 2011 and newer)
 - Add content for cover photo - must be $\frac{3}{4}$ view required by BJAC
- Assign applications, manually or automatically, to a specialist
 - Alert the customer after it has been assigned
- Show workload per specialist
- Need the ability to filter by
 - High value vehicle
 - Oldest application
- Set reminders for specialists to follow up on applications that have been sitting with no action
- Need ability to complete or archive application
 - View completed
 - View archived

More requirements

- Add the ability to set statuses
 - Customer status
 - Internal status
 - Ready for marketing
 - Ready for final approval
 - Ready for lot assignment
 - Contract sent
 - Waiting on signature
- Add ability for customer to see marketing analytics
- Add communication about what is needed for the contract
 - Sign contract
 - Will not go up on block if contract isn't signed by date / alert

Summary

Here's what we heard from you and
consignors.



Here's what we heard

44% of feedback was the application process

Digital application is long and bulky, fields are not accurate, there is no sufficient validation or automation, reserve content is confusing, there is no guidance or direction esp around long and short descriptions and photos are hard to upload, view and manage.

35% of feedback was the manual internal process

Managing application with the consignment team is manual and tedious and results in a large margin of error. The team often gets overwhelmed with the task involved in the manual process and don't feel they are properly applying their expertise.

10% of feedback was online account

Creating an online account takes multiple steps and jumps user out to various tabs. Statuses in the online account are not accurate, there is no way to add multiple locations or additional "on behalf of" representatives, no way to view, add, edit or delete photos, no way to view or edit the application.

6% of feedback was lot assignment

Assigning a lot is the longest wait throughout the process. Customers get frustrated with lack of communication and expectations on when lots will be assigned.

5% of feedback was payment processing

There is no ability to give/track receipts or payments.

Recommendations

Our recommendations based off of the discovery we've received so far.



We suggest applying these recommendations

Allow users to submit an application as a guest or create an account at the end of the process.

Created a guided experience that focuses on ease of use with helpful descriptions and natural language. Potentially add a chatbot for users to easily chat with a rep, to quickly help them during the process.

Add personalization and positive feedback so users feel important and appreciated throughout the experience.

Add application automation. Allow users to enter their VIN, manually or automation, and populate their vehicle information. This will reduce manual entry and errors for the user and reduce back and forth info gathering / fact checking for the specialist.

Give users more control over their photos. Clearly state specific requirements around needed photos and examples. Allow users to drag and drop (individually or bulk), view, edit, reorder or delete uploaded photos. Set a max requirement on photos.

Add the option to save application and return another time.

Restructure account mapping that will allow users to sell as an individual, dealer and/or on behalf of while using multiple locations and/or addresses.

Add content around lot assignments, approx dates when lots are assigned, how lots are chosen, etc. Allow users to request lot preferences and add content stating preferences are not guaranteed. Show lot layout, requirements per lot so users know what to expect.

Add estimation data visualization to show consignors how their vehicle compares to others in its category.

Create a “garage” where consignors can review their submission, with or without an account, edit details, manage photos, see statuses, view next steps, communicate with specialist, add documents or uploads, get lot assignment, view auction map, get live updates while on the auction block, view hammer price, view receipts and payment breakdown, etc.

More recommendations

Create a central tool that collects applications, assigns manually or automatically to specialists, communicates with customers, tracks notes, view history, manage photos, set statuses, etc.

Create a system that allows customers and specialists to request help or submit a grievance. Allow self service to reduce small request, and allow larger issues to proceed.

Incorporate communication automation means, email / text/notifications, for account changes, statuses, alerts, etc.

Create an FAQ section with information regarding each step of the auction process. Example being,

- How do I submit my vehicle for review?

- How is my vehicle estimated?

- What steps are taken to prepare my vehicle for the auction block?

- How are lots assigned?