

August 2021

Customer Success Story : Car Quay

How Car Quay has found success with iVendi's Connected Retailing Platform.

OVERVIEW

Jamie Caple is one of the best-known faces in the used car world through his involvement in the Used Car Wars television show, as an active social media presence and as a winner of multiple Used Car Awards.

He started Derby's Car Quay in 2017 and became an iVendi customer late last year, adopting **TRANSACT**, which is designed to develop initial consumer interest in a vehicle through to a final transaction while managing all the complexities of the sales and finance process.

He is especially impressed with the product's **Digital Deal** feature and has now used it to sell and finance cars valued at nearly three quarters of a million pounds.

We talked to **Jamie Caple**.

Jamie, how has the pandemic affected your business and what have you done to cope?

“ COVID has affected us in many, many different ways. After a mad panic at the beginning, we realised that we needed to change and adapt. We already put lots of pictures of our cars online and were selling them to people at a distance but what the situation has done is really put a focus on dealing with people remotely.

Ultimately, we've been successful. A couple of lean months early on have been more than compensated for by the volume of cars sold since the lockdowns. ”

Part Exchange Valuation

REG NUM

Vehicle Details

Estimated Value £18,000

Inclusion of Add-ons

Dealer Guarantee

Paint Protection

Digital Deal



TRANSACT

You've adopted iVendi TRANSACT. How has that helped your business?

I hate to admit it because I was sceptical at first but we would not be without the product now. For a very lean team, every minute counts in this business. We don't have time to stand around. So having one centralised system where we can enter customer details, propose and, if it is declined, re-propose to a different lender straight away, that's got real value.

Do you think customers are becoming more open to buying online?

I think massively so. People really want to get everything done and often only want one visit to the showroom. We use technology like yours to make sure that the deal is pretty much wrapped up and at least a partial payment has been made so that when the customer comes in, they can drive the car away.

RESULTS



79.56%
open rate



180
Customers Applied



82
paid out deals



£719,175.01
paid out advances

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Jamie Caple, Car Quay

How are Digital Deals working for you?

That's the part that makes us physical money. It is fabulous. When customers ring up and they're interested in a car, you can just send a deal across. It allows them to take their time, fill it in, send it back and then we can get it approved. We've had instances when customers sounded very nervous on the phone and were not ready to commit, so we've sent them a deal, let them look at it in their leisure and within 15 minutes we've had the deal back. Then, we click a button to propose it and within a few seconds, they are approved.

Is TRANSACT helping you to maximise finance?

As traffic into showrooms has fallen, it is a lost opportunity for us to offer finance to customers but your products give us another route. We are very optimistic about our finance performance for this year. There is no doubt that since using your system, our finance penetration has gone up.

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Jamie Caple, Car Quay

CONCLUSION

Would you recommend iVendi to other dealers?

"I'm a big advocate of **TRANSACT** simply because it works. It's a product that repays its costs many times over in terms of the additional revenue it's generating for the business."

To find out more about **TRANSACT**

contact iVendi on **0330 229 0028** or tellmemore@ivendi.com

