

November 2022

## Customer Success Story: Draytons

How Draytons has found success with  
iVendi's Convert and Transact.

### OVERVIEW

Established for more than 20 years, **Draytons** is a widely-respected car dealership based in Acton, South London, that has been an **iVendi** customer since 2017. Their goal is to offer “beautifully presented and fantastic value vehicles” in a no-pressure sales environment – both in the showroom and online – designed to ensure customer satisfaction. We spoke to **Sales Manager, Jamie Prest**, about his business and how recently upgrading to iVendi's **CONVERT** and **TRANSACT** has helped Draytons to meet changing used car buyer needs.



**You've been rethinking your business to make it more accessible online. What has prompted this change?**

“ It's very much the direction in which the market is moving. You have new companies like Cazoo who are only doing home deliveries through their web site and no showroom sales at all. Those kinds of developments change customer expectations and we think it is right to adapt to the times. ”

**When you decided to make this change, why did iVendi stand out as the right partner?**

Over the years, iVendi has given us huge help and support and, to be honest, we didn't need to do too much research. We knew after only one month's trial that **CONVERT** and **TRANSACT** were right for our business and for our customers, too.



We are very happy with everything we do through iVendi and love the streamlined customer processes that they've allowed us to create.

Jamie Prest, Draytons

### Can you share any metrics that show the success of using CONVERT and TRANSACT?

Customer satisfaction has improved, and we certainly believe that the products have helped to drive the finance side of our business, which is very important to us. Lead-to-customer conversation has also increased and we have been really impressed with the communication we are now able to have with potential car buyers. The products look very professional and customers can interact with us at a time that suits them without pressure.

### Is there any single feature that you could pick out?

We very much like that we can send a **Digital Deal** to the customer through iVendi **TRANSACT** in moments. If we get an e-mail or phone enquiry, or even following a face to face conversation, we quickly send a link where the customer can see the whole deal – the car and the finance proposal together. If need be, they can then change the term or deposit amount to suit them and, once they are happy, make their application online as well.

We receive a lot of enquiries during weekdays and, while people are at work, they often don't have the time to look at the finance proposal or make an application over the phone. Digital Deals mean they can do it in their own time online with absolute flexibility and have all the information they need to hand. In fact, when we arrive at work in the morning, we

often find that people have made an enquiry and completed their finance application overnight. The whole approach really suits modern day life.

### What do you think of online motor retail and how it has evolved over time?

Over the last five years, we've seen a definite shift. Where previously, more people carried out quotes and finance proposals face-to-face, more is now done online through the platform. Similarly, home delivery without a customer seeing the car used to account for maybe 1 in 30 sales and is now more like 1 in 4.

Some of this has been prompted by the pandemic, which changed attitudes to remote buying, but our digital offering has also improved. We show more information about the car with lots of images and videos, and more customers are also now more aware of their rights and that they can return the vehicle. Their confidence in shopping for a car online has risen.

### Would you recommend iVendi to other dealers?

We are very happy with everything we do through iVendi and love the streamlined customer processes that they've allowed us to create. So that's very much a yes.

## January - December 2021



**129**

Total applications submitted



**43**

Paid out applications



**£610,357**

Paid out cash value

To find out more about **iVendi's Connected Retailing range** contact iVendi on **0330 229 0028** or **tellmemore@ivendi.com**

