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Customer Success Story : Driving Cleaner Cars

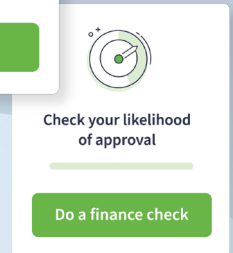
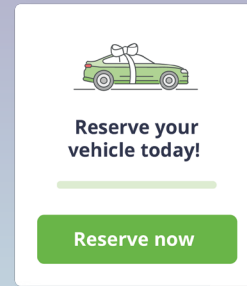
How Driving Cleaner Cars has found success with iVendi's Connected Retailing Platform.

OVERVIEW

Hampshire-based **Driving Cleaner Cars** was first established in 2009 as The Diesel Car Company by Co-Owners **Marc Handscomb** and **Julian Cole**, selling exclusively diesel cars. The business has evolved over the years and now concentrates on low-emission petrol, hybrid, plug-in hybrid and fully electric vehicles, together with the cleanest Euro 6 diesels available.

Its aim has always been to supply some of the UK's best-selling vehicles on competitive finance deals while also providing excellent customer service. Shortly before the pandemic, the company opened its fourth site and has also recently adopted the iVendi's entire **Connected Retail product range**, providing a complete online customer journey.

We spoke to **Marc** about his company and its vision for the future of car retail.



What do you think about online motor retailing and how it has evolved?

“ Something has definitely happened in recent times to change the way people are buying cars. We really saw this gather pace during the Covid lockdowns so, in response, we changed our sales process, retrained our sales people, set ourselves up with delivery drivers, and adopted more online tools including video – and it really worked out well for us.

To our mind, it's now all about the quality of products, depth of customer service, strength of online reviews, and getting the price right. This approach has enabled us to double the size of the business in the last 18-24 months by becoming much more consumer-focussed. ”

Do you think customer attitudes towards vehicle buying are changing?

Yes, they're changing and they've changed. What's happened is that new companies have come into the market who'll deliver a car to your house. A lot of people were sceptical about that, thinking consumers would always want to see and touch the car but actually, with lockdown kicking in, there's been an acceleration in confidence about buying a vehicle without seeing it. If you can show someone you're the right dealer, your aftersales is good, you offer a returns policy and offer a quality product, then you're very well-placed.

How have your goals changed as your business has grown?

We've always had goals and we've always reset them on a larger scale as we expand. Now, our vision for the future is to consolidate our sites, and get all our systems and processes interacting with each other, running smoothly with as little human interaction as possible.

Also, we want to open up a big refurbishment centre, which would include a call centre, and operate as a disruptor-style business, delivering cars straight to customers' houses. Ultimately, we want to be retailing 500 cars a month.

Has iVendi helped you achieve those goals?

Definitely. We looked at several companies that could work with us as we transitioned from handling just parts of the car buying journey online, such as finance, through to allowing customers to do everything needed to buy a vehicle. iVendi had the best solutions at the best time for us, and it's all worked extremely well.

It is a great customer experience. We're allowing consumers to transact the way they want but we are still in control of the overall journey.

Marc Handscomb, Driving Cleaner Cars

You've recently taken the full iVendi Connected Retail range. Do you find the products complement each other and provide the experience you want for your business?

Yes, they're easy to use for sales staff, easy to use for the customer, and everything looks good and works well.

The Connected Retail approach means we can interact with customers a lot more. One thing that's always going to be a challenge is selling finance and value added products to customers who aren't sat in front of you. Success in this area is all about giving the consumer confidence and, if you can send a highly personalised Digital Deal that looks professional, it gives them the sense that they're dealing with experts. iVendi help us deliver this.

The Connected Retail approach means we can interact with customers a lot more.

Marc Handscomb, Driving Cleaner Cars

" We're using Digital Deal every time a customer wants to apply for finance, whether they come into the showroom, interact with us over the phone or use the website. If we speak with a customer on-site, we send them a Digital Deal and they go off and fill it out; if a customer says they're going to organise their own funds, we still send them a Digital Deal so they can adjust the figures and see what we can offer them compared to what they'll get elsewhere.

We aim for around 60% of our business on finance. It's a big part of our income and the technology enables us to maintain penetration. "

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

