

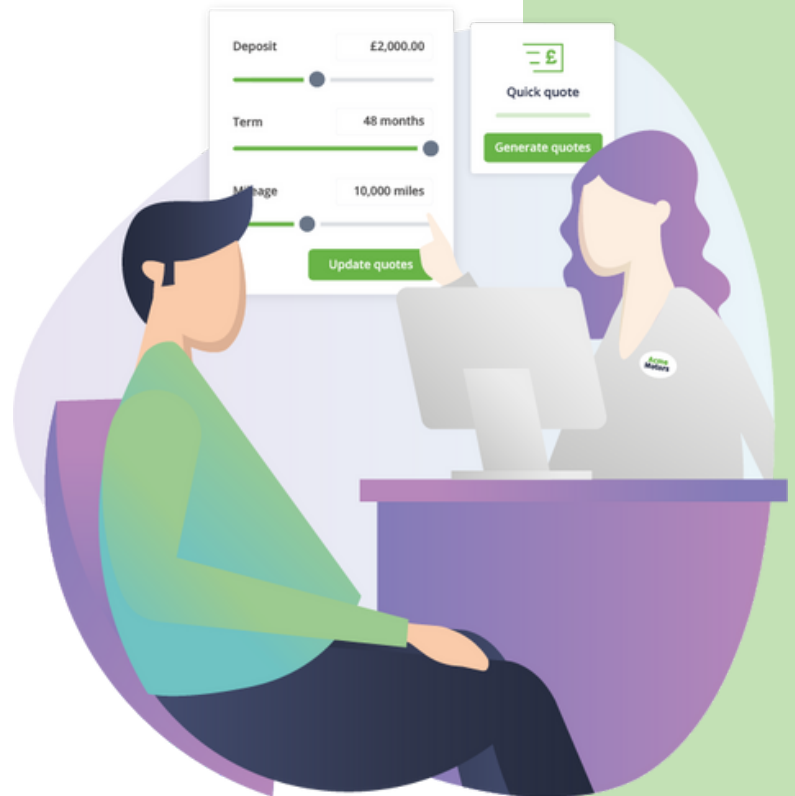
November 2022

Customer Success Story: GT Heritage

How GT Heritage has
found success with iVendi's
Transact.

OVERVIEW

With a business ethos of “dream, discover, drive,” Oxfordshire-based **GT Heritage** is a specialist in high quality, often nearly-new cars from a wide range of premium manufacturers, generally with a strong performance bias. The company operates from a brand new heated indoor showroom located just a few miles from Henley-On-Thames town centre and has been an iVendi customer since 2017.



Justin Sanders, Director talked to us about using iVendi's **TRANSACT**, which is designed to develop initial consumer interest in a vehicle through to a final transaction while managing the complexities of the sales and finance process.

He is especially enthusiastic about its **Digital Deals** feature, which has helped the **GT Heritage** team to write almost £900,000 of business since the start of the pandemic.

How has the pandemic affected your business and what have you done to cope?

It has slowed us down but not stopped us! It is really a question of adjusting to a new way of selling, so we've had to learn a lot in a short space of time but the important thing is that we've been able to continue offering the right cars to customers at the right prices, even if the channels we use have changed.

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Justin Sanders, GT Heritage”

How did the business perform during the pandemic?

We have seen sales slow by about 30% overall which, while not ideal, is actually a pretty good result considering the difficulties of the ongoing lockdowns. Certainly, the technology we've been able to use has helped enormously.

What do you think about online motor retail and its growing importance over time?

There is no question in our mind that this is becoming the new way of selling. There has been a definite shift towards online and we don't see the industry returning to the previous way of doing things.

Do you think customer attitudes toward online vehicle buying are changing?

Since showrooms reopened in April, we've seen a clear 50/50 divide between those coming to our premises and those shopping online using click and collect or delivery services. It's a fascinating time and we expect this pattern to continue for the foreseeable future.

How has the Digital Deal feature impacted your business and your ability to trade during challenging circumstances?

During the challenging circumstances we saw during the pandemic, Digital Deals allowed us to send propositions to customers, offering an easy way for them to review their prospective purchase in their own homes. It works well, we feel, because many people would rather do things digitally than over the phone in 2021 and the technology gives them a high degree of control.

What kind of financial results have you seen from using Digital Deals?

The statistics are impressive. We've sent 276 Digital Deals since we started using CONNECT and customers have opened more than three out of four – 77.72%. That's resulted in 55 cars being sold at a total of £860,000.

At a point in time during the various lockdowns when we just couldn't sell directly to customers, Digital Deals proved invaluable and we expect them to continue to produce excellent results in the future.

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