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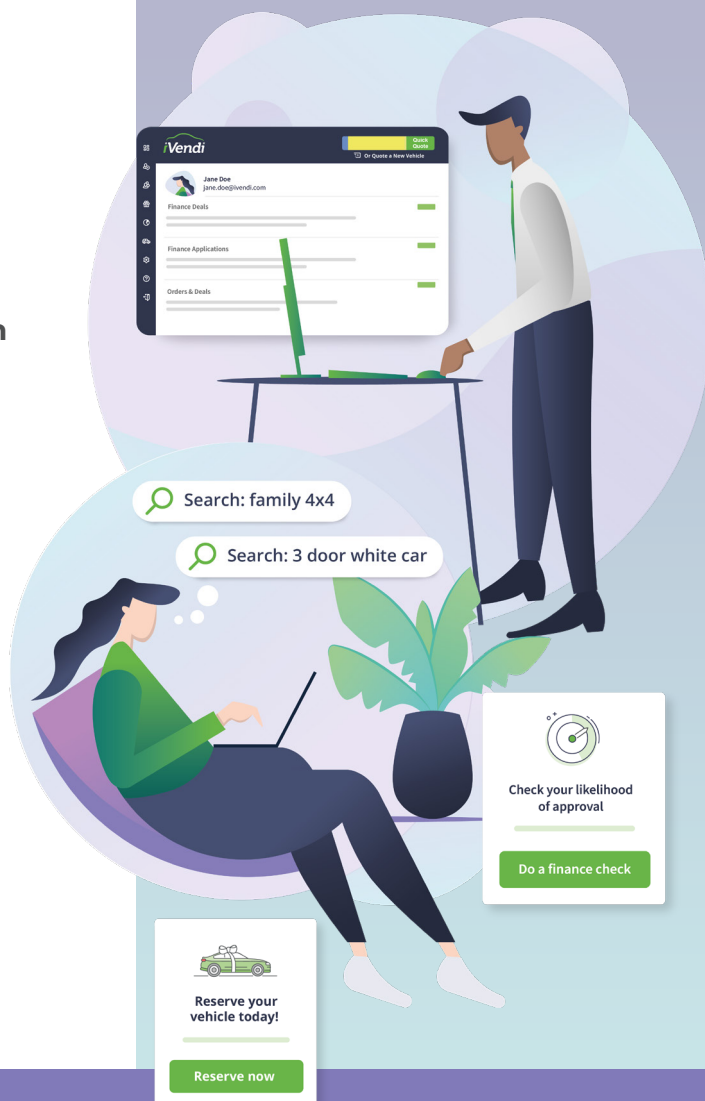
Customer Success Story : Hilton Garage

How Hilton Garage has found success with
iVendi's Connected Retailing Platform.

OVERVIEW

Hilton Garage is one of the UK's largest and most respected car supermarkets, with more than 45 years of experience and over 1,000 vehicles in stock at any one time, ranging from family hatchbacks to luxury models with price tags running into six figures.

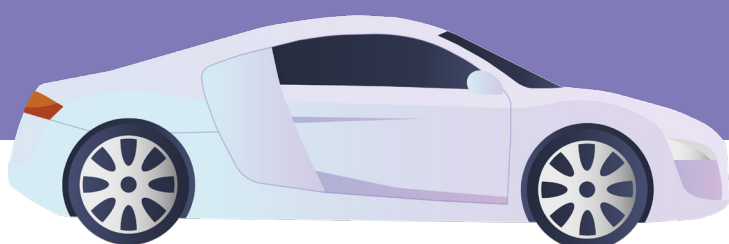
With a philosophy of "making life as easy as possible for our customers" the business has worked with iVendi since 2020, adopting both the **CONVERT** and **TRANSACT** products. We spoke to **George Manning**, director, about his experiences.



Tell us about Hilton Garage, its goals and how you've adapted to the changing market during the pandemic?

" Our goal at Hilton is really quite simple - to sell as many cars as we possibly can – and we've continued to achieve this through the last couple of years by developing our approach in a market that has changed very quickly.

The key has been to adapt by offering more digital facilities. With the help of our technology partners, such as iVendi, we've seen a large increase in online sales by working to make our website much more effective as a retail tool. "



“ We send a Digital Deal to everyone - enquiries from our website, calls over the phone or even customers who walk into the showroom. It means that we actively engage with far more potential customers than we ever could before and has had a very real impact on our business.

George Manning, Hilton Garage ”

How has iVendi helped you achieve your goals?

The most successful aspect of our work with iVendi is definitely the **Digital Deal** in **TRANSACT**. We send a Digital Deal to everyone - enquiries from our website, calls over the phone or even customers who walk into the showroom. It means that we actively engage with far more potential customers than we ever could before and has had a very real impact on our business.

What kind of results have you seen?

Simply, we sell considerably more cars online and also receive considerably more finance applications online, which is an absolute win-win in terms of generating additional revenue and maximising the returns from each unit.

Our estimate is that around 60% of customers have arranged their own funding before enquiring about a vehicle with us. However, **Digital Deals** mean that we are able to offer our own funding choices more easily and that helps us to win more of that business.

What kind of business mix do you now see, comparing showroom to online?

Around 30% comes through our online channels, using options such as click and collect. Then, because our location enables people to reach us easily from a relatively large area, we get a lot of people choosing to come into the showroom. Many customers still want to touch the car and have a proper look at it and I don't think that will ever completely change.

What do you think about online motor retail and it's growing importance over time?

We've reached a point where you've really got to be ahead of the game digitally, or at least up there with the best. There's so much competition and everyone has become so tech savvy over the last couple of years through the lockdowns. You need to be able to give customers the online experience they expect, whether that means images and information about the vehicle or tools that allow them to progress towards buying it.

What in particular do you like about iVendi's products and services?

We're looking for speed, ease of use and results from our digital partners. Having productive systems that can keep up and not hold us back is important. Especially **TRANSACT** and **Digital Deals** meet these criteria and have become very important to our business when it comes to generating finance revenue.

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