

February 2022

Customer Success Story : J&J Motors

How J&J Motors has found success with
iVendi's Connected Retailing Platform.

OVERVIEW

J&J Motor Company is one of the leading family-owned car retail businesses in Wales. With more than 35 years of experience in the sector, it has dealerships based in Bridgend, Swansea, Crosshands and Haverfordwest, representing Nissan, Suzuki and Ford for new vehicles and, in addition, stocking a wide range of used cars and vans.

During the pandemic, the company adopted **CONVERT** and **TRANSACT** from iVendi's Connected Retail range, massively upgrading its online presence with key tools such as reservations, finance checking, applications, multi-lender quoting and submission, and Digital Deals. We spoke to **John Plimmer**, owner about the impact of this new technology.



Tell us about your business and its goals?

“ While we have quite a large geographical presence in South West Wales, from Haverfordwest up to Bridgend, we see ourselves as very much a local business. Our goal is to service our local customers and we get a lot of repeat custom including families and their children when they grow up. It's all about looking after our local community and we do a lot of sponsorships in our area, for example, to show our support. This is the approach that we've used to develop our business and how we plan to continue. ”

How were you affected by Covid?

It was a big change for everyone, moving the focus very much away from the showroom. Until the pandemic, our existing web site had served us pretty well but during the first lockdown we saw the advantages of adopting iVendi's CONVERT and TRANSACT. We've found that they have worked very successfully for us.

For example, the online reservations option gives customers the chance to reserve the car and carry out a finance check as well. Most of our buyers do come down and visit us and have a walk around the car and check it out before buying, so those tools have fitted in well with our business model.



The key advantage has been that, because we use multiple lenders, TRANSACT makes it a lot easier to go out to different parties from one system and we can track all the business we've sent to each. It saves a lot of time and effort and makes us more efficient.

John Plimmer, J&J Motors

What kind of outcomes have you seen from iVendi's products?

The results speak for themselves - 78% of people have purchased a car from making a reservation online, which is a great result. With finance checks, it is more like a 15% conversion-to-sale, but those people are earlier in the purchasing process and still a little unsure. They need more personal attention to answer their needs and that's where our customer service team plays a huge part in converting that lead into a sale.

How have you used TRANSACT to help your business?

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Is there anything that you particularly like about iVendi's products and services?

The service provided is excellent. Whenever we've had a question or needed support, we've never had difficulty receiving an answer or getting it resolved. With the products, everything fits in well with our website and showroom systems, and it all works really well.

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

New entrants coming into the market are taking a wholly online approach and have been successful, so there are obviously changes, but I still think there is room for the showroom and physical sales because some people want to go and view the car. It's fine to buy a car online, but you can't see how much room there is inside or how it feels when you drive it. Also, some people want a car but don't know what they want to buy, so they need more support and guidance than can be delivered digitally. They want that personal touch.

RESULTS



447

Finance Checks



121

Reservations



415

Total submitted applications



£1,123,691.35

Paid out advances

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

