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# Customer Success Story : Kendrick Cars

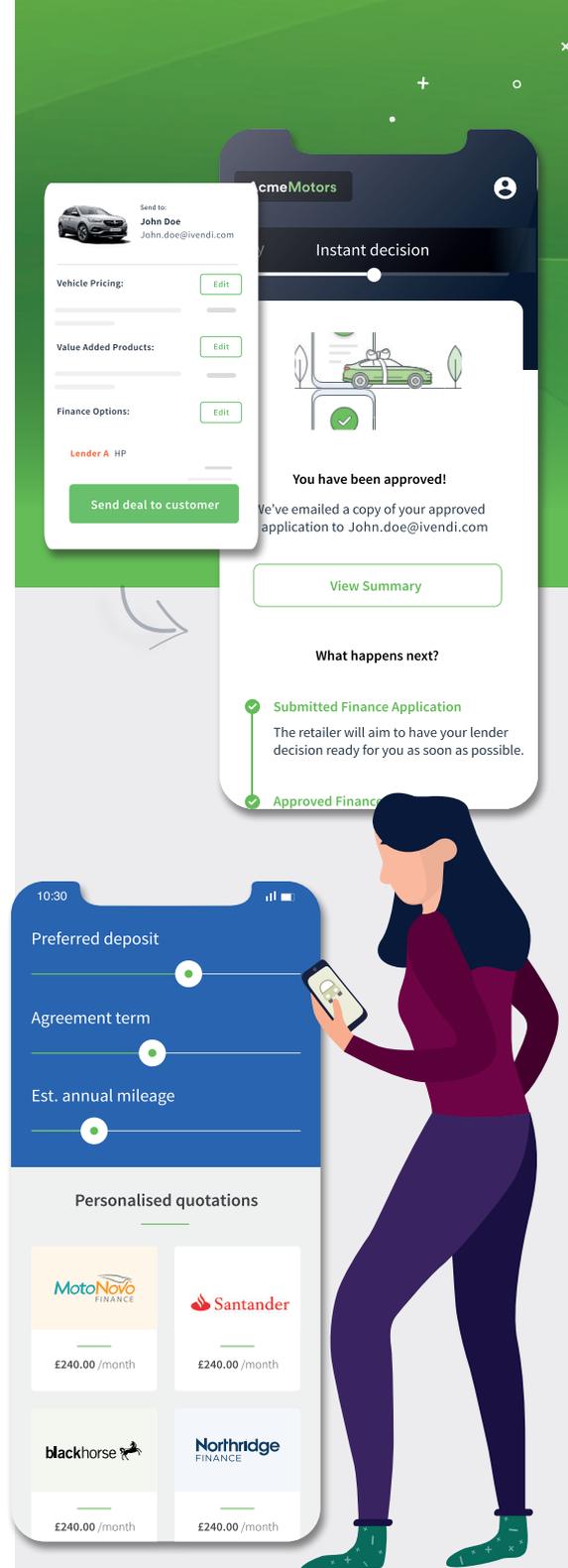
How Kendrick Cars has found success with iVendi's Connected Retailing Platform.

## OVERVIEW

Based in Nottingham, Kendrick Cars is a specialist in 4x4 and sports models from prestige and luxury manufacturers including Porsche, BMW, Mercedes-Benz, Audi, Bentley and Aston Martin. Serving the whole of the East Midlands and attracting customers from right across the country, the family-owned business has been an iVendi customer since 2014.

**Adrian Cairns**, Finance Controller 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 Kendrick team to write nearly £3m of business since the start of the pandemic.



### Is there anything you particularly like about working with iVendi?

“ **TRANSACT** is easy to use and helps us keep our edge. Importantly, it saves us hours and hours of inputting because we can do all the proposing and administration using the system, reducing the need for rekeying and cutting down on human error. ”

## TRANSACT

### How do you use Digital Deals?

We use it as the key to a process where we find out exactly what the customer wants and then move to meet their needs.

*We ask lots of questions.*

For example, we qualify whether they want HP or PCP, we check add-ons like warranties, etc, and talk to them about mileage. Effectively, we walk the customer through the deal from start to finish.

## RESULTS



**74%**  
open rate



**159**  
Customers Applied



**104**  
paid out deals



**£2,872,310**  
paid out advances

The support from iVendi is excellent. They are always on the end of the phone and do everything they can to help. **We would definitely recommend iVendi to other dealers.**

*Adrian Cairns, Finance Controller*

### Do customers like that approach?

Yes, because it puts them in control. We present the deal, but encourage them to interact with it as well. So, we encourage customers to change the deposit, change the term and change the annual mileage to meet their needs. It enhances the overall proposition we are presenting to them and makes us more transparent.

### How has the pandemic affected your business?

It's been all about adapting. We did click and collect before the pandemic but the lockdowns made us better at what we are doing and ultimately, we had a record year in 2020. We sharpened our processes and it has paid dividends.

**We sharpened our processes and it has paid dividends.**

*Adrian Cairns, Finance Controller*

## CONCLUSION

### How do you see online motor retail developing?

“ It is inevitable that the customer is moving increasingly online. More and more are getting comfortable about buying entirely digitally. There are still a percentage who want to try the car and to have a good look at it before committing but even those buyers will have done their research online. They can access any information they want about the car, the finance, the part exchange and arrive at the showroom far more clued up than in the past. ”