

September 2021

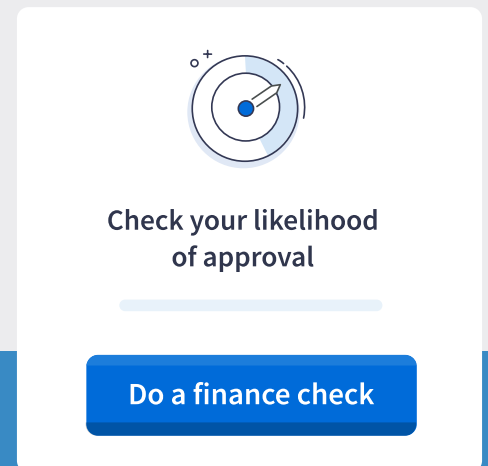
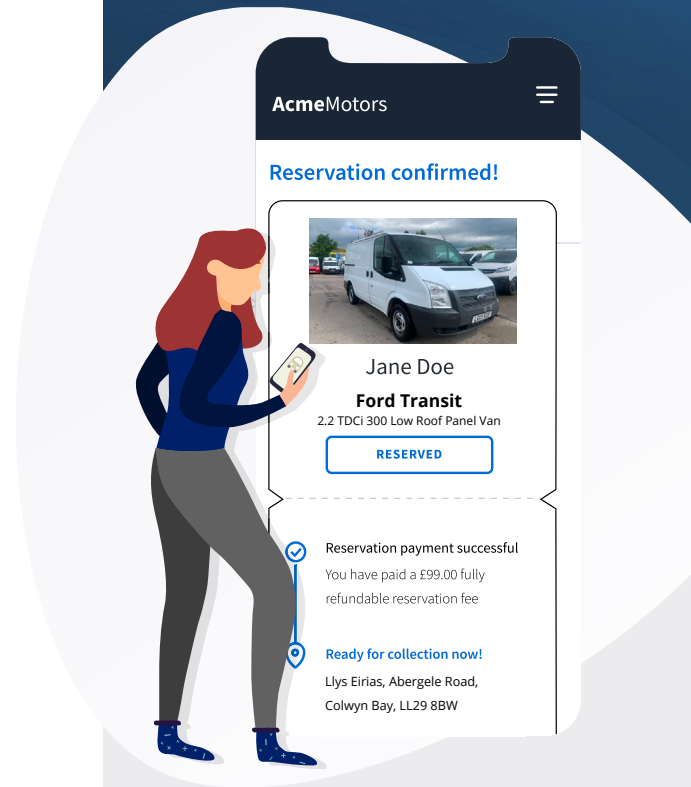
Customer Success Story : Matt Lock Commericals

How Matt Lock Commericals has found success with iVendi's Connected Retailing Platform.

OVERVIEW

Matt Lock has more than 25 years of experience in supplying used vehicles throughout the UK and is well-known from previous roles as owner of Low Cost Vans and manager of Vans365. His latest venture is **Matt Lock Commericals**, based in Bristol but serving a national customer base, which opened in November, 2020.

A long-time believer in the power of online retail, he recently adopted iVendi's **CONVERT** for his business, which is designed to transform initial online consumer interest in a vehicle into a sale with features including a reservation tool, finance eligibility checking, application processing and multi-lender quoting.



Matt, how has the business been performing since you opened in November?

“ Obviously launching a new business during the pandemic meant some very real limitations so we opened with the mindset that we were going to do as much as we could remotely and we’ve done well considering. It’s a great start. ”

How has the pandemic affected your launch?

Obviously, the requirements of the different lockdowns have meant we've had to shape the business to cope but we've tried to view the situation as an opportunity. For example, because we couldn't have customers arrive on site, we've been able to work more effectively through more carefully allocating our time and managing collection by appointment. That means we also had to do as much as we could either online or on the phone in terms of providing comprehensive information to the buyer, giving detailed appraisals and ultimately getting the customer to commit to purchase. As a way of running a vehicle retail business, it's a model that actually works well, not just during lockdown but generally.

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

I think it's very much a mixed picture across the industry. A lot of old school retailers have struggled to adapt over the last year but there are people that can operate digitally and do so very effectively. Our view is that you will always get some customers who want to come in and deal face-to-face but it's inevitable that online will become a bigger part of the market over time. In our area of the industry with light commercial vehicles, you'll often get business customers who are quite happy to deal with things remotely and digitally but there are also private buyers who are looking to buy a van for leisure purposes and they usually want to see the vehicle before committing to ensure it meets their needs.

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Matt Lock, Matt Lock Commercials

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CONVERT

How have you used the online reservations tool in CONVERT to help your business?

We don't have a card machine, so an online reservations is how we get the customer to commit to buy and it works very well. We direct customers to our website or text them a link and tell them how to start the process. They then reserve the van online and once they've done that, we'll send them a video and take it from there with collection or delivery. So 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.

How has CONVERT impacted your ability to trade in challenging circumstances?

Often, our busiest time online is between 6.00am-9.00pm and CONVERT means we can effectively have a 24/7 presence. Customers can find out about the vehicle online, make a reservation and progress the sale. It's helps us deliver the kind of online journey that we believe customers want in 2021.

CONCLUSION

"iVendi's support team have really helped us make the most of the technology. There is a genuine sense of trying to improve results all the time. I think the overall service is great and would unhesitatingly recommend the company and its products."

To find out more about **CONVERT**

contact iVendi on **0330 229 0028** or **tellmemore@ivendi.com**

