

January 2021

Customer Success Story : Redgate Lodge

How Redgate Lodge has found success with
iVendi's **CONVERT** and **TRANSACT**

OVERVIEW

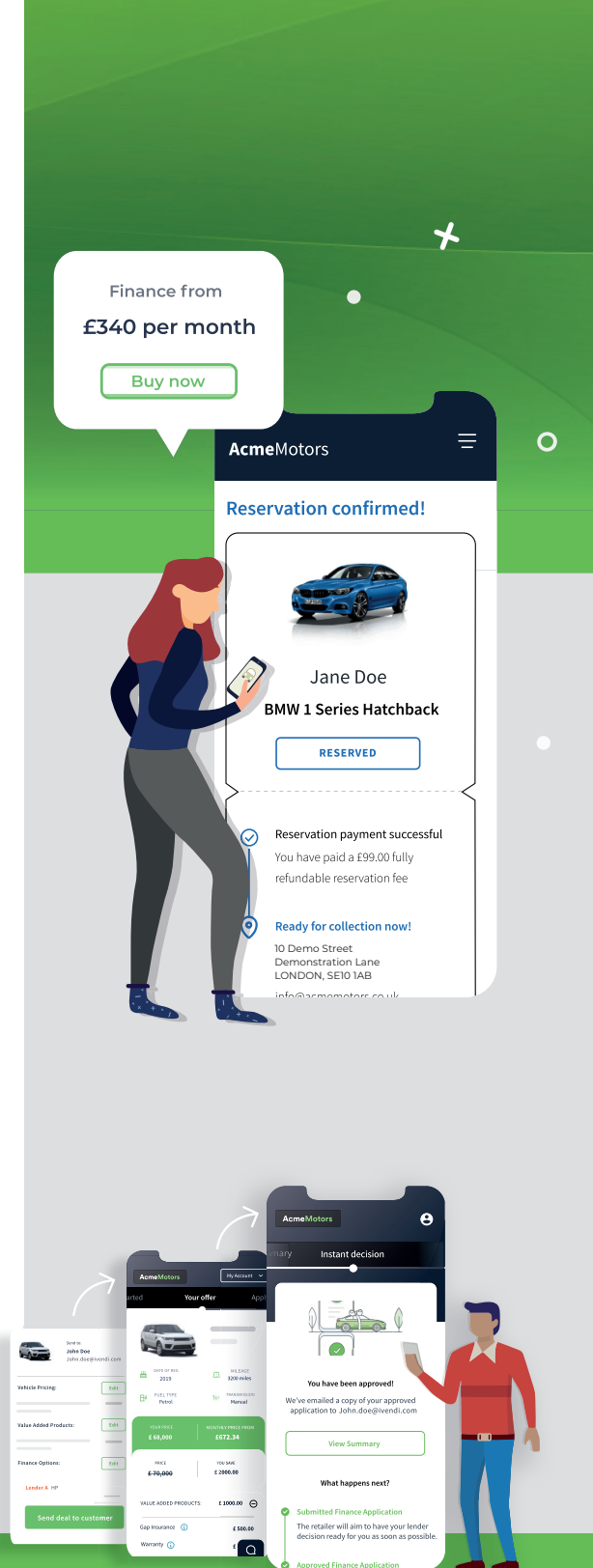
Newcastle-Upon-Tyne-based **Redgate Lodge** enjoys a national profile in the used car sector thanks to winning a range of well-deserved industry awards in recent years from organisations such as Motor Trader, Car Dealer and Auto Trader. The company describes itself as a used car specialist offering quality vehicles at highly competitive prices and great service – and this is where it excels.

They've been an iVendi customer since 2013 and this year have adopted two of the newest products in our range – **CONVERT**, which facilitates the process of transforming initial online consumer interest in a vehicle into a sale and **TRANSACT**, which manages the complexities of the sales and finance process through to transaction.

We talked to **Scott Sibley, Owner** about their experiences.

Scott, it's interesting that you've been working with iVendi since 2013. You must be one of their longest-running customers?

“ Yes, Redgate Lodge were early converts to the idea of online used car retail and have steadily improved our offering in this area over the years, incorporating more and more elements to create a pretty refined online customer journey. This is something that has really paid dividends since the onset of the coronavirus crisis because we were very well positioned to adopt new trading models with a strong digital element. ”



CONVERT

You were also one of the first users of **CONVERT** which was introduced by iVendi earlier this year. **How is that working for you?**

Extremely well. It's a very sophisticated and flexible product including a reservation tool, finance eligibility checking, finance application processing, multi-lender quoting, and consumer-centred finance product information and videos. It also includes iVendi's new stock engine technology, which proactively checks for data conflicts in vehicle identification information to minimise quoting errors. It is very clever.

TRANSACT

You also took the opportunity to add **TRANSACT** when iVendi launched it at the start of the pandemic.

Yes, it was a move by iVendi that we very much appreciated. The key feature is something called a **digital deal**, which allows us to send a proposal to a customer in a way that means they can negotiate with us on all the key aspects of buying and financing the vehicle in a very natural and conversational manner.

RESULTS



69%

open rate



220

customers applied



95

paid out deals



£1.1m

paid out
advances



100%

paid out deals
included VAPs

How is that working out for you?

Really very well. We've sent digital deals to 583 customers with a 69% open rate resulting in 220 customers applying for finance and 95 paid out deals valued at more than £1.1 million in paid out advances from our panel, which includes MotoNovo Finance, Alpha Financial Services and Oodle Car Finance.



**Digital Deal is the closest thing
we've seen to face-to-face
conversation!**

Scott Sibley, Owner

CONCLUSION

Does the Digital Deal really allow you to work with a customer in the same way as a face-to-face conversation?

"It's the closest thing we've seen. A good indication is the fact that **100% of our paid out deals included VAPs**. Like all used car dealers, products such as warranties, service plans, and paint and fabric protection are important to our profitability. **TRANSACT** has allowed us to preserve those elements during the coronavirus crisis, even while we are having to trade in a whole new way."

To find out more about **TRANSACT**

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

