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Customer Success Story : Vansco

How Vansco has found success with
iVendi's Convert and Transact.

OVERVIEW

Vansco can credibly claim to be the most significant used light commercial vehicle dealer on the south coast, with two large sites in Eastleigh and Cadnam offering more than 300 vehicles in total. The company stocks everything from Fiesta vans to jumbo Transits, campers to buses, and pick-ups to fridge vans. We spoke to **Director** at Vansco, **Felix Reeves**, about the company and how adopting iVendi's **CONVERT** and **TRANSACT** solutions during the pandemic has helped his business meet its aims.

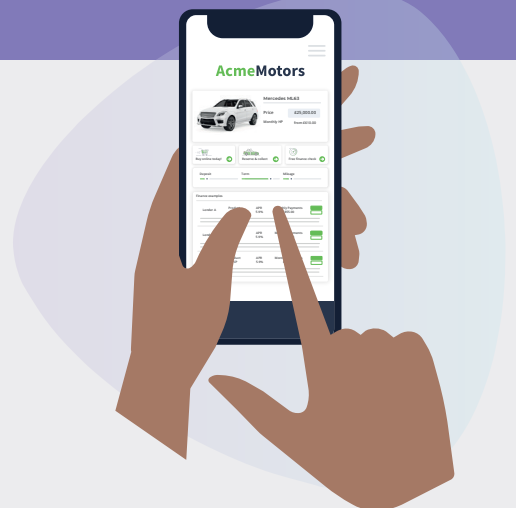


How has your business changed since the pandemic?

“ The demand for vans went through the roof overnight, especially the courier and camper markets. We went from being a good, busy, profitable business to being continually rushed off our feet. At the same time as this was happening, we embarked on a project to make the business more consumer friendly, especially to handle the shift to online purchasing that we were seeing. ”

Tell us about the project?

Customers are used to going online, whether that's to buy a sofa, a car, a house, or whatever, and being presented with a very smooth finance process. They just want to go to a website where they can see what they want, view the rates, enter their details, get accepted and put down a deposit. It needs to flow otherwise they will just click on to the next retailer's website. We knew that we weren't meeting those kinds of standards, especially when it came to our finance offering, which is why we started talking to iVendi.



iVendi's **Convert** and **Transact** has helped us make the customer journey more friendly... creating a digital customer journey that is easy to follow, provides all the information that the buyer wants, and delivers a choice of lenders and finance products.

Felix Reeves, Vansco

How has iVendi helped you to achieve your aims?

Essentially, iVendi's **Convert** and **Transact** has helped us make the customer journey more friendly. The pandemic created massive demand for vans but it also meant we had very few customers visit our showrooms for a two year period. All the focus therefore switched to our online offering.

We looked at Google Analytics and while people were clicking through to our website from all kinds of channels, they was not converting into the kinds of sales you'd expect, especially when it came to finance. This is really where iVendi has helped, creating a digital customer journey that is easy to follow, provides all the information that the buyer wants, and delivers a choice of lenders and finance products.

How did training support your move to iVendi?

The training made it much clearer to everyone how to use the system – features such as how we can generate quick quotes, and how if an application to one lender is turned down, we can then submit it to another. All of that can be done very easily through **Transact** and has a direct impact on our sales and our productivity.

From a managerial point of view, it is great for me because it provides visibility to make sure that all leads are being dealt with by each member of the sales team and I can follow up, asking, "This person has been turned down, what have you done with them? Have you had a discussion with them? Have you tried to put them into a different vehicle?"

It's about having the customer journey right, but it also means from a sales point of view that we are more organised, so we are turning more leads into sales.

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

Online plays an important part but I think any vehicle retailer who just believes they can go online only has probably got it completely wrong. They have potentially forgotten that many customers want to deal with people when they are buying a van. For example, we have noticed that since the pandemic, business has returned to almost a 50/50 showroom/online split. What most dealers need is a hybrid approach combining both online and showroom.

Would you recommend us to other dealers?

Yes. If someone came to me and said they needed a finance platform to partner with lenders on their website, I would say iVendi should be at the top of their list.

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