

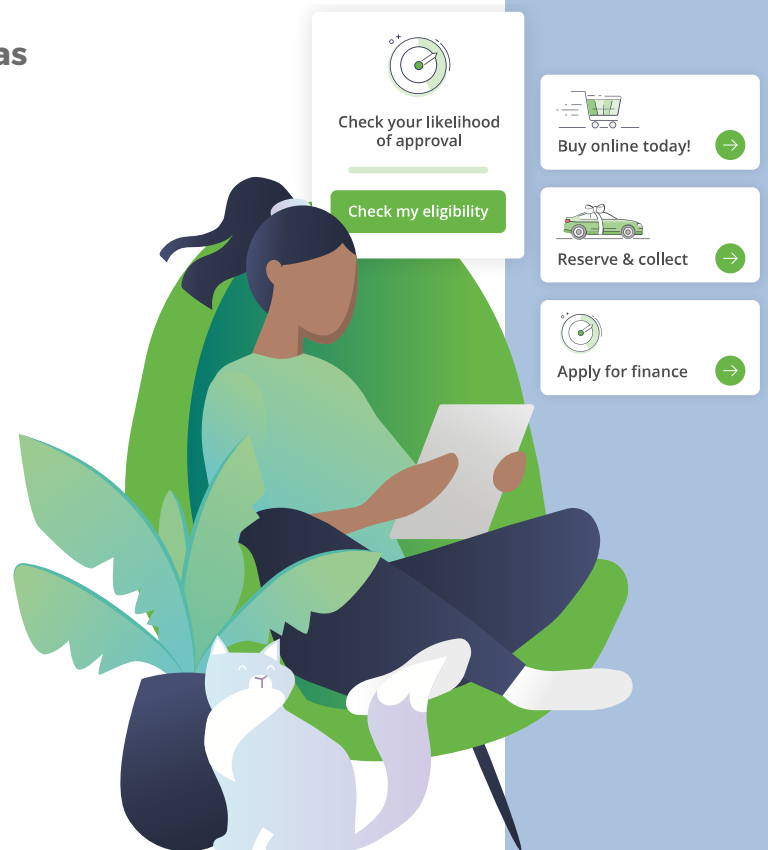
January 2023

# Customer Success Story: Herts and Essex Van Sales

How Herts and Essex Van Sales has found success with iVendi's Convert.

## OVERVIEW

Herts and Essex Van Sales, based in Hertford, are specialists in vans and other light commercial vehicles. A family-owned business established in 2007, they have been an iVendi customer since 2021, adopting CONVERT. We spoke to Joe Dickins, sales manager, about the business and how it is adapting to rapid changes in the used vehicle market.



## Tell us about your business, your goals and how you have changed to meet shifting customer needs?

It's an exciting time for us. We have big ambitions to expand and have seen our vehicle stock increase by 20% in the last year alone. At the moment, we are very busy and have lots of enquiries coming through online. Most of the vans we are selling are on finance and so there are a lot of applications being submitted. We have found having a panel of lenders through iVendi CONVERT really helps us to handle this growing level of activity much more efficiently and effectively.

## What do you think about online motor retail and how it has evolved over time?

Following Covid, everything went online and we saw a significant increase in digital revenue because people just weren't going out to look at vehicles. They adapted to an online shopping experience and many have continued to stay online.

We do, of course, still get people coming to the showroom in the first instance but the majority of our enquiries are now digital. We've put a lot of effort into our online presentation with detailed photos and videos of our stock. Customers clearly like this approach and will often put a deposit down and buy a vehicle without even physically seeing it. In our view, it's a trend that is very much here to stay and will develop further in the future.

## What made iVendi's products stand out compared to others?

We took a good look at the market and didn't feel that anyone else was offering the same standard of product as iVendi and so there wasn't really any competition. It was the only option for what we wanted to achieve here in terms of our digital strategy.

CONVERT gives our customers options for different lenders and different products, whether that is business or personal finance. The finance eligibility checks are also good because the results come through to us and people can see where they will be on the pricing structure of the lenders that are available to them.

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## Is there a single feature of iVendi's products that stand out for you?

It is really self-explanatory. Our customers can do everything they need online to progress their vehicle purchase while the team here can access their details and provide support where needed. In this way, it ticks a lot of boxes with accessibility for our customers and for us. Ultimately, it ties together a number of strands across the business and we are very happy with it.

## Do you see any direct evidence that iVendi is helping to drive business for you?

Probably the best metric we use is that lead-to-customer conversions have improved and I think that moving forward will continue to grow further. Plus simply, our sales have increased.

## What have you been most impressed with?

Their products are brilliant for our customers, giving them an effective route to purchase rather than them having to come down to the showroom and do the deal in person. I know that we will be able to achieve what we want with our business with the help of iVendi.

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*Joe Dickins, Sales Manager*

To find out more about iVendi's Connected Retailing range contact iVendi on **0330 229 0028** or [tellmemore@ivendi.com](mailto:tellmemore@ivendi.com)

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