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# Customer Success Story: Mercland

How Mercland has  
found success with iVendi's  
Connected Retailing range.

## OVERVIEW

Established in Nuneaton, Warwickshire in 2006, Mercland aims to be the top independent used Mercedes Benz specialist in the country.

The company has extensive workshop facilities and retails cars in the £15,000-£20,000 sector of the market, majoring on high standards of preparation and outstanding customer service.



Jay Manek, Director at Mercland, spoke to us about his business and the Connected Retailing journey that Mercland have experienced with iVendi.

Jay also discusses how iVendi's customer centric technology has allowed Mercland to meet its goals of successfully operating in the online automotive space, doubling their finance penetration.

### Tell us about your business and how you've had to adapt to changes in the used car market?

Our dealership was successful, stable and growing year-on-year until COVID hit. Like most businesses in our industry, we went from being a mostly face-to-face operation, to a remote, digital one. Immediately, we created a new web site and implemented much more support around distance selling, changing the way we processed areas such as paperwork. Today, we're equally well set-up to sell cars in-person or online, and have a team of eight drivers who deliver and collect cars all over the UK.





**We have trialled most of the products out there and I can thoroughly recommend iVendi as the best.**

**Jay Manek, Mercland**



**Do you think the market has bounced back since COVID? Are more people coming into the showroom?**

We have had more people back on site viewing cars in recent months but what we have found is that many still prefer a remote sale and even those who come to our premises to look at a vehicle often want to sort finance online and then have their purchase delivered.

More and more, people don't want to travel the country to view a car. What we have done is harness technology - photos, video presentations, video appraisals and video handovers - to help our customers feel confident about buying a car remotely. We've then supported that approach through personal conversations over the phone or using e-mail.

**How has iVendi helped you achieve your goals?**

Simply, we wouldn't have been able to transform our business without iVendi. The first thing we did when the first lockdown was announced was to rethink our website. We knew that sales would move to become remote and started looking at our options.

We examined and compared many products before making a choice but iVendi's Connected Retailing range were by far the easiest and the most interesting to use, not just for us but for our customers as well.

The system is straightforward, user-friendly for our staff, and engages customers quickly. It has had a massive impact on the success of our business.

Using iVendi, we send Digital Deals all day, every day. Being able to very easily issue a proposition to a customer that they can use as the basis for a deal is fantastic. It's a really buyer-friendly format that inspires confidence and often moves the sale forward.

Also, we're just about to adopt the CitNow video facility through iVendi, which will help us to promote our vehicles remotely even more effectively.

**What else do you like about working with iVendi.**

iVendi has a great team so whenever we have any questions or problems, everything is always sorted out quickly, whether it is a weekday or a weekend. The support is very good, and the company is very easy to work with.



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**Jay Manek, Mercland**

