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Customer Success Story : R&W Motor Company

How R&W Motor Company has found success with iVendi's Transact.

OVERVIEW

R&W Motor Company describes itself as the "UK's leading independent Land Rover dealership" and with a stock list that often includes models from Porsche, Range Rover, Mercedes, Jaguar – and even Rolls-Royce – it seems unlikely that claim will be disputed.

The family-owned business, who pride themselves on offering their customers the best buying experience, are based in Virginia Water, Surrey. With roots in the motor industry stretching back more than 30 years, they operate a digitally centred service, with online purchasing alongside click-and-collect and delivery very much to the fore, but with an appointments-based showroom system also available for those who want to see vehicles in person.



Over the last year, company director **Waleed Sabri** has been using iVendi's **TRANSACT**, which is designed to develop initial consumer interest in a vehicle through to a final transaction while managing the complexities of the sales and finance process. He is especially enthusiastic about the **Digital Deals** feature. We talked to him about **R&W** and his experience with iVendi.

How has COVID affected your business and what have you done to handle the situation?

Oddly, in a sense, it has worked well for us. Because we have largely been doing business with customers remotely, we know that anyone getting in touch with us is potentially serious about buying and not just coming in to kick tyres. Meeting the needs of these customers has been made much easier and more effective using iVendi's technology.



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How has the business been performing in continually changing circumstances?

It has been steady and there has certainly not been the kind of collapse in demand that everyone feared at the start of the Covid crisis. What we have done is adopt a model based on iVendi's digital tools such as **Digital Deal** and **Online Reservations**, and combined this with click-and-collect or delivery.

It's a very efficient way of working that has meant we have been able to maximise the productivity of each member of our sales staff.

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

Simply, I think it's great. As a business, we have an excellent online reputation for going the extra mile for customers and that creates a high level of reassurance for the digital buyer, even if the first time they meet us and see the car is to collect it, so that's the human angle.

But you also obviously need to get the technology right and we feel as though we have achieved that, not just through the online journey we create using iVendi products but also by offering high quality video and imaging, as well as effective web site design.

I happily recommend iVendi to anyone who will listen.

I couldn't be happier with the service, the product and the results.

Waleed Sabri, R&W Motor Company

Digital Deal has been the best investment we've ever made. It's a very focused way of dealing with a customer that allows us to present the best proposition that we can but also gives the buyer control over how the sale progresses.

Waleed Sabri, R&W Motor Company

Do you think customer attitudes toward vehicle buying are changing?

Yes, I believe so. Our view is that the industry has been changed forever by the pandemic and there has been a definite shift towards online. Of course, there are still customers who want to make an appointment to come in and see and drive the vehicle, but the balance has changed to digital and this is certainly where we are now concentrating our resources.

How have Digital Deals impacted your business and your ability to trade during challenging circumstances?

It has been the best investment we've ever made. It's a very focused way of dealing with a customer that allows us to present the best proposition that we can but also gives the buyer control over how the sale progresses in terms of choosing their own finance options and more. It really is the best of both worlds.

Is there anything you particularly like about iVendi products and service? And would you recommend us to other dealers?

I happily recommend iVendi to anyone who will listen. I couldn't be happier with the service, the product and the results.

To find out more about **TRANSACT**
and the rest of **iVendi's Connected Retailing range**
contact iVendi on **0330 229 0028** or **tellmemore@ivendi.com**