

March 2021

# Customer Success Story : Top Car Inverness

How Top Car Inverness uses iVendi **TRANSACT** to sell vehicles remotely

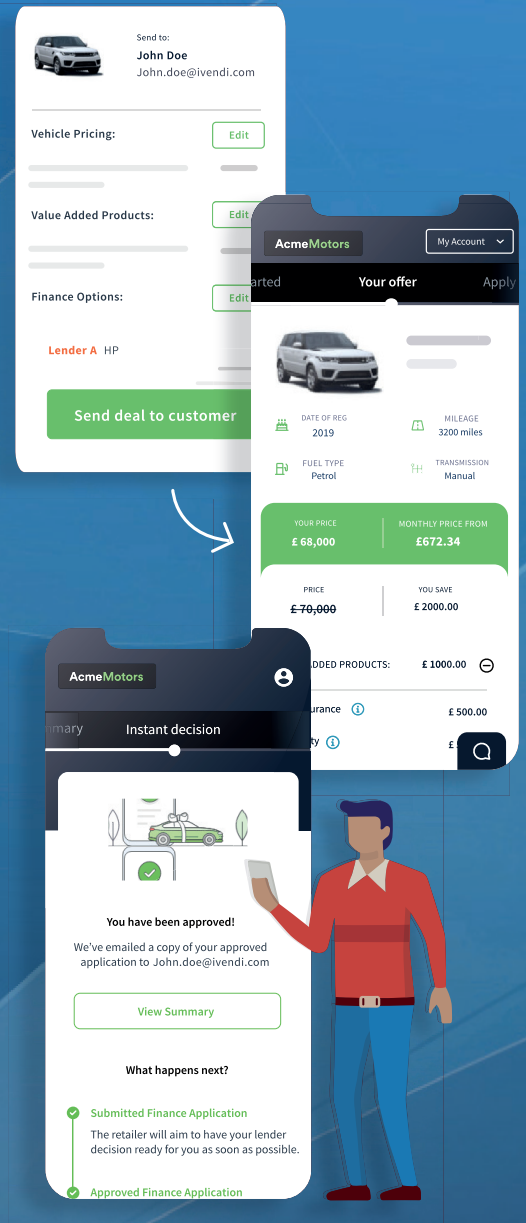
## OVERVIEW

Top Car is an independent used car dealership based in Inverness, owned and operated by Craig Walker. He has more than 20 years of experience in the industry covering everything from sales to finance. Typically holding stock of 30-40 vehicles, the business's focus is on providing mainstream models to the local community at highly competitive prices.

An iVendi customer since 2015, Top Car has adopted some of the company's latest technology during the pandemic including **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.

Crucially, given the trading models adopted by dealers in the new normal, **TRANSACT** works equally well online or in the showroom using iVendi's Connected Retail concept – and also includes a key new innovation, the Digital Deal.

We spoke to Craig, about his experiences.



## Craig, how has your business had to adapt over the last year?

“ Well, the on-and-off lockdowns mean that we have had to get much better at online trading. We were already pretty switched-on for a dealership of our size but we're currently working in an almost completely remote fashion, so it has meant a shift in emphasis. ”

## APPROACH

**What have been the biggest changes for you?**

"Well, I spend a lot of my day videoing cars! It's that kind of thing that makes a real difference when you do things digitally. Customers now spend much more time looking at images and one of the advantages of working with iVendi is that, thanks to its integration with CitNOW who we use for our imaging, potential buyers can launch online finance options direct from video."

## YOU'RE MAKING GOOD USE OF DIGITAL DEALS...

"Yeah, they're working really well for us. What we try to do, when we have any touch point at all with a potential customer, is to capture their contact data and let them know that the Digital Deal will be on its way to them soon.

We're able to send them a complete proposition that fits their needs and use it as the basis for moving the sale forward."

## RESULTS



**77%**  
open rate



**138**  
applications



**54**  
paid out deals



**£443,032**  
paid out advances

**Your engagement rate for Digital Deals is very high – something like 77% rather than the average of 65% for most iVendi dealers.**

"I think a lot of that is because of how we use them. They're an extension and part of the ongoing dialogue that we have with the customer, and fit very naturally into the general flow of taking someone through the process of buying and financing a car."

**Digital Deals are valuable to us as we continue to trade wholly online**

*Owner, Craig Walker*

## CONCLUSION

**In total, the Digital Deals you've sent have paid out to a value of £443,032 for finance providers such as MotoNovo, Evolution, Black Horse, First Response and Blue?**

"Yes, that shows exactly how valuable they have been to us as a business as we continue to trade wholly online."

To find out more about **TRANSACT**

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