

April 2021

Customer Success Story : Avenue Car Sales

How Avenue Car Sales has found success with iVendi's Connected Retailing Platform.

OVERVIEW

Family-owned Avenue Car Sales is based in Mansfield, Nottinghamshire, and specialises in retailing mainly German-made cars at value-for-money prices, carrying a stock of 25-30 vehicles at any time.

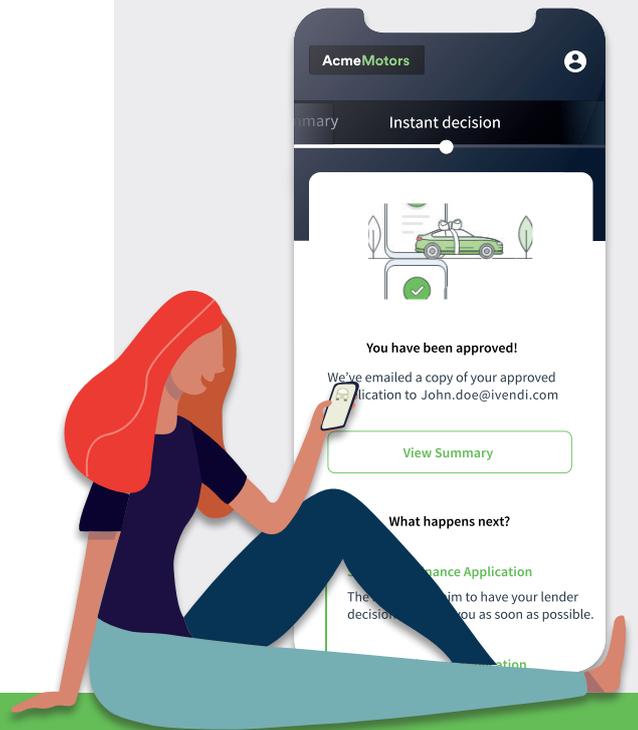
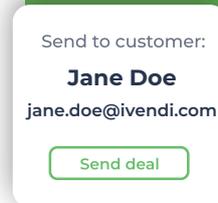
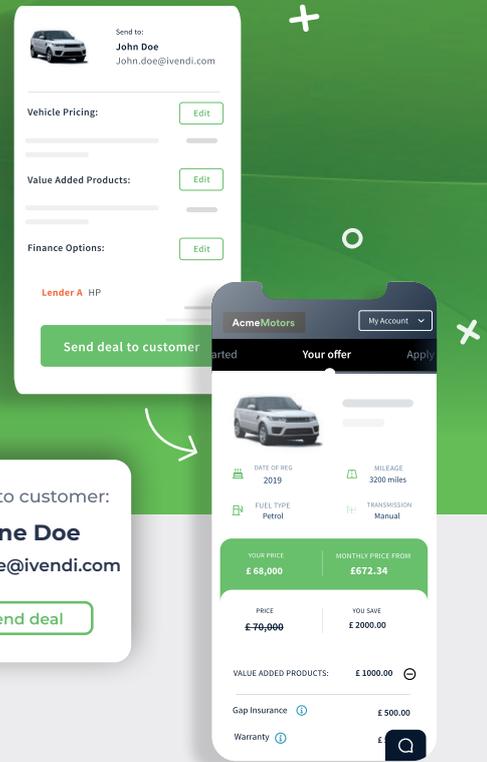
With an excellent reputation locally, the business prides itself on providing a low-pressure sales environment - but one where buying and financing a car is made as easy as possible, whether in-person or online.

Avenue adopted iVendi's **TRANSACT**, which is designed to develop initial consumer interest in a vehicle through to a final transaction, soon after the start of the coronavirus crisis and has since been making extensive use of its innovative **Digital Deals** feature.

We talked to director **David Horgan**.

David, how has coronavirus affected your business and what have you done to cope?

“Initially, like many car retailers, it was something of a disaster, but we soon learnt how to sell cars under click and collect and also that, if you included finance as part of the deal, the whole proposition worked much more successfully. Over time, things have improved and the iVendi Digital Deal has definitely made it easier. There is no doubt about that.”



TRANSACT

What do customers like about Digital Deals?

People value having the proposition in its entirety sent to them to look at in their home or wherever they are. It gives them time and space to think, and means they don't have to hand over lots of detail to the dealer in person but can sort out much of the finance themselves. Then, if they decide to go ahead, they can travel to view and collect the car knowing that the funds are in place. Everything works very smoothly.

RESULTS



86.66%
open rate



19
Customers Applied



8
paid out deals



£88,000
paid out advances

Dealers that do well in the long term will be the ones who can sell both ways, we believe, and not just specialise in online.

David Horgan, Director

Is it helping you reach a wider customer base?

Yes, very much so. I had a customer phone up who was more than 200 miles away from us and wanted to have a look at one of our cars but wasn't sure how to go about it. I asked how he was paying and he told me he'd like it on finance. So I sent a Digital Deal and, once he got acceptance, he came down that afternoon, did a test drive, signed and drove away. That sale wouldn't have happened without the Digital Deal being available.

Do you think the pandemic has made people more open to buying online?

Probably - but my view is that there will always be a mix of online and showroom. In my experience, people want to see the car because it is such a large purchase. Even if it is a lower-cost car, they want to have a good look around. Not many people would spend £20,000 or more without seeing the vehicle. Dealers that do well in the long term will be the ones who can sell both ways, we believe, and not just specialise in online.

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David Horgan, Director

CONCLUSION

What is your favourite thing about working with iVendi?

"The account management is fantastic. Every time we have a call and have a chat, I learn something new that I can put into action. It really does feel that iVendi are helping support the business. I was on a dealer forum recently and someone was asking about Digital Deals and I just said: "110% mate, give them a try. They make things so easy."

To find out more about **TRANSACT**

contact iVendi on **0330 229 0028** or **tellmemore@ivendi.com**

