Beadles

Est 1915

*Full*Auction Case Study

Cooper
solutions

Beadles is an award-winning motor retail group based in Kent. The business is currently celebrating its centenary and represents such marques as Land Rover, Nissan, Skoda, Toyota and Volkswagen from 11 motor retail centres across Kent and South East London. It employs more than 450 staff and is known for its good customer service and innovation.

Issue

Like most dealers, Beadles relies on customers trading in their used vehicles to oil the wheels of a new car purchase. However, it's a well known fact that the vast majority of dealers budget to break even on these transactions. As Steve Philpott, brand manager at Beadles, explains:

"We've always seen the part exchange process as a necessary evil in the wider car buying process. It's quite a complex series of activities that are fraught with challenges. From the initial appraisal of the car's condition, to the final disposal of the vehicle, there is a lot of room for differences of opinion, shall we say!

"While most dealers still use traditional paper and pen to undertake used vehicle appraisals, this method is fallible, inefficient and unproductive. If done poorly, it can also create tensions with the customer and end up costing the dealership money."

Steve continues: *"Undertaking a visual check of the car with just a pad to note down the condition is no longer good business practice; the required details are often missing, there's not a clear visual record of the car's condition on the day and its often down to the subjective opinion of the assessor. To compound the problem, this sheet is then passed onto another person in the dealership to carry out a valuation."*

Solution

Steve explains: *"Since we adopted FullAuction in November 2014, our process for remarketing our trade stock has been transformed. Therefore using Cooper Solutions' latest offering, FullAppraisal was a logical next step. It's an internet-based solution that takes the sales manager through a very clear set of questions to create a complete picture of a car's condition and value on that day."*

While *Full*Appraisal creates a complete and consistent report on a vehicle that can be filed for future reference by any member of the sales team, it also eradicates the potential for disagreements about values.

"The fact that you're able to carry out the condition report, take pictures and then share these findings with the customer really does build trust. It's a totally transparent process that prevents misunderstanding and disagreements later down the line."

Speed and efficiency is another aspect of the Cooper Solution products that has impressed the team at Beadles. Having the condition reports and valuation stored in a central file that can be remotely accessed by the sales team is a huge step forward.

Steve continues: *"Adopting this centralised approach means that I could access the report and value of a used car from my home computer with the confidence to remarket that vehicle there and then. Once we've got the car's details on our system, it gives us the green light to pre-remarket the car, pushing it out to the market before it's even been prepped. This is a hugely efficient way of making the used car supply chain even slicker."*

Outcome

Having used *Full*Auction and *Full*Appraisal for over eight months, what's the verdict?

Steve enthuses *"The impact on our business has been massive. Last year, we were just about breaking even in trade-ins. Today we're making a significant profit on these vehicles. It's a much more efficient system that has completely changed our attitude towards part exchanges. It's now a transparent, efficient part of our business that's actually making us a profit. That's unheard of in my experience of the motor trade!"*

Even better, Beadles says that using the system has improved its new car sales performance.

"Thanks to the fact that we're now able to offer customers a better process for their part exchange vehicles, this enables us to sell more new cars. It's a great win:win situation for us and our customers. My only regret is that we didn't start using these solutions earlier!"

*Full*Auction™
the evolution of trade sales