

# COTSWOLD MOTOR GROUP



## FullControl Case Study

The Cotswold Motor Group was established in 1995, and now employs 215 people at its BMW and MINI dealerships in Cheltenham, Gloucester and Hereford.

It also has an award-winning BMW/MINI approved body shop for accident repairs, and on-site smart repair facilities.

The dealerships stock at least 250 used cars at any one time and over the course of a year the group will have sold over 2,500 used cars.

This is a significant amount of vehicles to monitor and manage effectively and Cotswold Motor Group required a system which would enable them to do that from any location.

Pauline Teague, group accountant and company secretary at Cotswold Motor Group, said:

*"We needed a web-based system which could be used anywhere to monitor the stock levels and financial information at any of our sites.*

*"The old system we had was not thorough enough for us and didn't allow us to drill down into the deepest financial information for each dealership such as prep time, pricing changes and other aged stock management issues.*

*"We also needed something which allowed us to compare financial information between dealerships."*



### Solution

In order to run their dealerships more efficiently, Cotswold Motor Group knew they needed a system that would be easy to manage, avoid duplication of input and become part of the management culture of the business.

The first product they chose to adopt from Cooper Solutions was FullControl in 2003.

*"We knew Barry Cooper from his time as a BMW dealer principal and we knew he had the knowledge to develop a product that would match our requirements," said Pauline.*

*"He knew the challenges of running dealership so we knew his company's products would be relevant and user-friendly.*

*"Over the years we have added further products as they have been launched and now have all Cooper Solutions products installed at all of our sites. They cover everything from demonstrator and loan car fleet management and insurance cover to used car stock management, monthly forecasting and handling the financial data for every dealership.*

*"The systems are easy to use and the information easy to compare across dealerships. One of the most important things is that it is instant and the information is produced immediately and accurately.*

*"It also helps us to see when and where we need stock and to make decisions on moving cars between dealerships.*

*"The software has been catered to meet our requirements, it is adaptable and the team at Cooper Solutions worked closely with us to develop it specifically to suit our needs.*

*"We also know that, if we ever need support, the team at Cooper Solutions is just a phone call away."*



### Outcome

*"We use the products every single working day, they are very user friendly, and they have resulted in business performance improvements and significant time savings for the group" said Pauline.*

*"The team at Cooper Solutions provides full training and support throughout the installation process and beyond.*

*"When we have new people come in to work with the accounts team, they often tell us it is the best system of its kind that they have ever seen or worked with."*

A new Hereford-based MINI dealership will be opened by the group shortly which will also make use of all three Cooper Solutions products.

**FullControl™**  
used car management system