

FullAuction Case Study

L&L Automotive's Mercedes-Benz group operates from three dealerships in Hertford, Bishop's Stortford and Stevenage – supported by a 150-strong team.

Each Mercedes-Benz Hertfordshire location includes a certified Mercedes servicing and MOT facility. The group boasts a significant corporate department, serving a vast amount of Mercedes lease vehicles nationally.



Issue

The dealers had been selling used vehicles through a variety of trade sources prior to using Cooper Solutions' trade-only online vehicle auction site **FullAuction** in October 2013.

L&L Automotive wanted a system which enabled them to have more control of its used car stock – rather than the trade dictating the used car business it does.



Solution

L&L Automotive already worked with Cooper Solutions through use of its fleet management system **FullCover**, and used car stock management product **FullControl** and chose to implement **FullAuction** across the three sites following a successful trial.

John Thompson, Used Car Controller at Mercedes-Benz of Hertford, said the dealership has enjoyed strong success since using **FullAuction**.

He said:

“Using FullAuction enables us to have more control of our vehicles rather than the trade dictating the used car business we do, and maximise profit opportunities on used car sales.

“We are able to save vast amounts of time which would be lost when transporting vehicles around, so is much more efficient for us.”



Outcome

L&L Automotive's dealerships now complete an average of 77 sales per month on **FullAuction**. As with all sales through the site the company pays no listing fees or annual fees, just a charge between £35 and £55 per unit sold, based on selling price and the number of vehicles sold each month.

The group was among the first to take advantage of Cooper Solutions' mobile appraisal application **FullAppraisal** which was launched in early 2015 to optimise appraisal processes and support the remarketing of trade vehicles.

L&L Automotive Mercedes-Benz group combined use of **FullAppraisal**, and its streamlined processes, to launch single day listings on **FullAuction** in March.

The Hertford site launched seven cars in early March – and all sold within 24 hours with significant profits.

John said:

“At certain times of the year when we've got a large stock of cars we'd like to move quicker and we felt single day listings would work well.

“The new appraisal system has supported us with this quicker turnaround of vehicles ready to launch on FullAuction as it reduces time spent re-appraising vehicles, taking photographs and writing descriptions. It is working extremely well for us.

“The team at Cooper Solutions are very sharp in making modifications to support the use of FullAuction and using the product has certainly worked well for us and enabled us to maximise sales opportunities and be as competitive as we possibly can be.”