

FullControl Case Study

The Lloyd Motor Group is a large prestige motor group covering 23 locations in Cumbria, the North East, North Lancashire and the South of Scotland. The company, sells Alfa Romeo, BMW, Fiat, Honda, Jaguar, Land Rover, MINI and Volvo and not only offers a range of new and approved used cars from those manufacturers, but also its own selection of used and specialist cars.

The group has 10 separate BMW and MINI dealerships and numerous systems for used car stock control but they lacked consistency in management of their preparation cycle, pricing policy and reconditioning costs. The group decided to take control of their used car stock by adopting **FullControl** throughout the BMW & MINI network.

Gary Bingley, Sales Director at Lloyd Motor Group, said:

“Previously we used ADP Kerridge for stock control on a daily, weekly and monthly basis, which we could put into Excel for reporting purposes. There was nothing wrong with the reports as such but as everyone in the trade knows, they can be visually unappealing and quite complicated and quickly out of date. We wanted something that was far more user-friendly. A member of staff joined us who had used all Cooper Solutions products, including FullControl and recommended it.”



Outcome

“After a product presentation we chose FullControl because it is a real-time, internet-based system. It’s very easy to understand – you simply switch it on and all the information is there at your fingertips.”

“FullControl is much more customer focused than our DMS; we can import specs from BMW and MINI so it is a rounded package which helps us qualify all the stock and makes it much easier for the sales managers. You can look at deals quickly and sales performance as well as stock management.”

“The useful information includes how long you have had cars, when you have changed the price, the specification, SIV, CAP adjustments and where we have bottlenecks in the system. We have a look at what is where – so for example we might have one dealer with three X3, while there are none at another of our dealers, fresh stock does sell faster.”

FullControl is now an embedded part of The Lloyd Motor Group, as Gary explains: *“It now features in our induction programme, so that our staff know that it is a fundamental part of what we do. It is live all the time so we want them to use it from day one.”*

“The vehicle prep side is being used better and I have insisted that the visibility of the stock and the descriptions are very accurate and that is going well.”

“Our staff have bought in brilliantly – you walk past their work stations and you know it will be on their desktops as an essential work tool. There is no question that it has quickly become a very valuable part of what we do.”