

# FullCover Case Study

Lookers is a growing multi-franchise dealer group which represents over 23 volume and prestigious car manufacturers in England and Wales across more than 120 dealerships.

The organisation needed a courtesy car fleet management system which was standard across the entire group. It needed to be efficient and accurate in order to effectively deal with up to 150,000 courtesy car loan days per year.

Many of the systems on the market were not versatile enough to meet the group's needs as Lookers required a standalone reporting and booking system. Mike Shaw, of Lookers, said:

*“Firstly, to have visibility of our entire fleet across the group in order to manage it correctly and efficiently, and secondly we needed to integrate existing fleet management systems in the group to have functionality across the entire group.*

*“We had also realised that we were not recovering enough of the cost of supplying courtesy cars.*

*“There was also a need to control our insurance and we needed to have a bullet-proof system to help us manage any incident our courtesy cars were involved in.”*



## Solution

There were several potential solutions to Lookers' requirements but only one appeared to tick all the boxes on the basis of it being flexible, efficient and fast to install.

*“There were other products similar to Cooper Solutions' on the market but they were inflexible and none offered precisely what we needed.”*  
said Mike

*“Cooper Solutions worked closely with us to ensure it met all of our requirements and it does what it says on the tin.*

*“FullCover was installed across all dealerships within a short space of time with very little disruption and can usually be up and running in an individual dealership within less than a day.*

*“They have produced a simple and effective solution that does exactly what it needs to every time and they provide ongoing support. The team at Cooper Solutions are happy to be flexible and do whatever they can to meet our needs.”*



## Outcome

Lookers has been using **FullCover** for six years and there have been many positive outcomes for the group during that time.

Mike said:

*“FullCover has improved the visibility of our fleet across the group and as a result we have been able to improve our courtesy car booking efficiency by 100 per cent.*

*“This has had a major impact as we have been able to significantly reduce the number of courtesy cars we operate across the group as well as the associated costs.*

*“As a result of the detailed information provided by FullCover we have been able to reduce our associated insurance spend by 30 per cent which is a significant saving.”*