

FullAuction Case Study

Robins & Day, Peugeot's largest dealer group with 37 locations across the UK, trades over 10,000 cars per year. They are now using Cooper Solutions **FullAuction** as their only option for trade vehicles after completing an independent trial of all available routes to market.

Historically Robins and Day used a mixture of leading physical auctions and local traders. Simon Lawrence, Director of Finance and Group Strategy for PSA Peugeot Citroen, said:

"Both are very traditional ways of disposing of trade vehicles. Each has its merits but also considerable drawbacks. We wanted to bring a consistent approach and a level of professionalism while, at the same time, realising a much higher level of profit for the business."

Robins & Day wanted proven results, so for six months they compared physical auctions performance to the Cooper Solutions' **FullAuction** product.

Simon Lawrence added: *"We undertook a proper trial so we could really discover what worked best for the business. The trial proved that going online with FullAuction was the most suitable option in many ways – profit per unit, conversion rate and efficiency."*

"With physical auctions, you can suffer acutely from the peaks and troughs of the market. If there is an oversupply then your prices get hit quickly; dealing with traders does use long-term relationships which have been good for many years, but there can be a lack of consistency and a perceived lack of transparency."



Outcome

Robins & Day have been using **FullAuction** for over a year – and all outcomes are very positive.

"A lot also goes on behind the scenes from Cooper Solutions in terms of back up, brokering and training which has helped a great deal."

"The system is more efficient, cost-effective and produces bigger profits, and certainly brings the level of transparency we were looking for, through a comprehensive reporting suite."

"We also have control over pricing, rather than just being made an offer by a trader; our PPU has much more than doubled while the average conversion rate is now 90%."

Lawrence adds: *"I actually think everyone benefits. The traders, who would probably traditionally deal with a handful of dealers, now have access to all our outlets which gives them far wider choice than ever before. It is certainly more time efficient for them."*

"We are now using FullAuction in conjunction with our other Cooper Solutions products to improve efficiency even further."