



CASE
STUDY

Essex Auto Group

CitNOW product(s): CitNOW Workshop

Started using CitNOW: July 2017



essex autogroup
*Part of the Allen **Ford** Group*

Essex Auto Group doubles workshop video output in just four months



Vehicle-separation anxiety is often second only to the fear of the inevitable bill. However, a personalised video sent to a customer clearly showing the work needed, or a clean bill of health, can go to great lengths in alleviating worry. The benefits to workshops are also clear: **increased customer satisfaction and the quick approval of work** by customers remotely.

Picking the right video provider is key. After a four-year partnership with its previous workshop video partner, Essex Auto Group realised its customer contact cycle was in need of a more stable platform which could keep a constant flow of high quality workshop videos reaching customers with a simpler process.

Having heard about CitNOW's user-friendly platform, the group opted for CitNOW Workshop and following the move it wasn't long until the benefits shone through. Just four months after rolling CitNOW out across six sites, the group had doubled its workshop video output. The team attributes this boost in proactive video communication and consistency to CitNOW's ease-of-use, reliability and the expert introductory training offered by the CitNOW Academy. In addition, the group also praised the additional features which

CitNOW offers, such as the customer feedback system and the option to automatically send videos after half an hour.

A simple change of its workshop video provider was all it took for the Essex Auto Group to re-energise customer communication across its six sites and benefit from the same features already being enjoyed by the 13 existing CitNOW Workshop sites owned by its parent company, the Allen Ford Group. Clearly, when it comes to video in the Workshop, choosing the right platform can make all the difference to both businesses and customers.

▶ **Brett Robins, Group General Manager at Essex Auto Group said:**

"The ongoing challenge for all workshops is **maintaining customer communication**. After customers drop off their vehicles, many believe they end up in an imagined 'garage black hole' until they pick them up after the work is complete.

With CitNOW, customer transparency is easy to achieve as the platform allows us to send high quality videos reliably. **This puts our customers at ease** and helps us to offer more value for money by visually demonstrating what work is needed, laying to rest the myth of the 'garage black hole.'

Retailers and workshops looking to **find out more** about personalised video can visit www.citnow.com