



CASE
STUDY

Leven Car Group

CitNOW product(s): CitNOW Sales
CitNOW Workshop

Started using CitNOW: 2015



THE LEVEN CAR
COMPANY

Leven sales triple after introducing CitNOW Video



Few vehicles can emulate the magic of an Aston Martin or Rolls-Royce; the exquisite attention to detail, sound of the engine and pulse-quickenning looks, which is something the Leven Car Company knows very well indeed.

However, for some discerning buyers, getting up close to these truly special cars in the perfect spec at the company's Edinburgh site wasn't possible without traversing the globe, until video changed that.

The Leven Car Company has been using the CitNOW Sales and Workshop apps since 2015, when it set about adding video to the customer communications mix. Staff quickly embraced the opportunity to send customers personalised videos, and their creative and thorough approach has won over legions of new fans - including a steady stream of overseas customers looking for their next car in locations as far away as Singapore.

Of course, luxury cars demand high quality videos to match. In every Leven CitNOW video, close attention is paid to ambience, atmosphere and sound quality to deliver a personalised and detailed video. Sales of accessories have

also benefitted from this approach, as customers tailor their used vehicle to meet their exacting standards.

Overall, video has resonated to such an extent that **sales on the Leven forecourt have tripled in the time the company has used CitNOW**. It is no coincidence, therefore, that the company is set to record three times as many videos in 2018 than it did in 2015 - and the sales figures speak for themselves. Typically, customers have rated Leven videos five out of five using CitNOW's Rate This Video feature, reflecting the high level of satisfaction across the board.

► **Roddy McAllister, Head of Sales at Leven Cars Group explains:**

"Embracing video has helped us sell more cars to a broader audience, while delivering the outstanding personal experience our customers expect.

The ability to visually communicate the intricate details that make our used cars truly exciting has been invaluable, and made a **tangible impact** on the business."

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