



CASE  
STUDY

## Maundrell

**CitNOW product(s):** CitNOW Sales  
CitNOW Web

**Started using CitNOW:** December 2016

*Maundrell*

# Maundrell secure sales across the globe with video



For some of the UK's **most successful and prestige car retailers**, the stories behind the customers who come from far and wide are as fascinating as the motoring exotica on their forecourts.

Few know this better than Maundrell, the Oxfordshire-based luxury car retailer who has established itself as a Porsche specialist to petrolheads at home and abroad.

Maundrell has one of the most enviable forecourts in the country, and whilst most of its customers are non-walk-through buyers travelling an average of 70 miles, **the use of video has helped its prestige stock find homes in every corner of the world.**

Adopting CitNOW's Sales app in December 2016, video communication has become a fundamental part of Maundrell's vaunted customer journey, helping secure a loyal stream of overseas buyers, growing the dealership's presence far beyond the UK, and ultimately, selling high-end vehicles.

Without ever stepping into the store, car fanatics from thousands of miles away receive personalised videos of the car of their dreams and build a rapport with a

dealership they may never visit. From a £20k premium hatchback to some of the rarest machinery on earth, a video presentation can unite a car with anyone across the globe.

A £160k Porsche 911 RS was snapped up by a Singapore-based customer, solely based on the personalised video he received. With one careful presentation, the Porsche was off to its new home almost 7,000 miles away.

CitNOW has helped overseas custom become a real staple of the Maundrell sales mix, and the luxury dealership now welcomes at least one or two buyers every month who will make a purchase without ever stepping into the store.

► **Steve Rogers, Co-Founder of Maundrell said:**

"By using video communications, we have been able to personalise the car buying experience for our discerning customers down to the finest details.

This digital approach has helped us expand our reach beyond our site to some of the furthest corners of the globe, **securing sales far beyond the showroom doorstep and generating a swift return on our initial investment."**

Retailers and workshops looking to **find out more** about personalised video can visit [www.citnow.com](http://www.citnow.com)