



CASE
STUDY

Town Centre Automobiles

CitNOW product(s): CitNOW Sales Product

Started using CitNOW: April 2017



TOWN CENTRE
AUTOMOBILES

Town Centre Automobiles strengthens customer relationships



For Town Centre Automobiles in Sunderland, **engaging with customers** has always been integral to the day-to-day life of the company.

Representing the Citroën and DS brands, Town Centre Automobiles has sustained strong relationships with customers through a friendly, personalised approach; both the sales and aftersales teams have always made the effort to get to know the people that come through the door.

Having embraced CitNOW's Sales video technology in April 2017, the business has seen these customer relations strengthen even further. Before a customer has set foot in the dealership, the chances are that they'll have received a 'meet and greet' video from the Town Centre Automobiles team.

With nearly 700 personalised videos sent in less than six months, Town Centre Automobiles uses CitNOW technology throughout the sales journey, from enquiries and prospecting to thank you messages and updates.

Bringing personalised video technology into the sales mix is a move that has been received very well by staff and customers alike. The group was shortlisted twice for the 2017 CitNOW awards in the early stages of its video adoption. This is unsurprising, given the customer enthusiasm for Town Centre Automobiles videos, with every three in five being viewed at least once and an average rating of 4.9/5.

► **Abbie Bennett, Marketing Manager at Town Centre Automobiles commented:**

"There is a direct correlation between the implementation of CitNOW and the relationships that have been developed between the customer and the sales team.

Customers have responded particularly well to the thank you videos that we have sent as it adds an extra layer of communication that we've not had in the past. The Rate this Video feature has also been particularly useful; **it's great to be able to get instant customer feedback and gratifying for our team to have swift, positive feedback on their videos.**"

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