



Snows
Motor Group
**strengthens
online
reputation
and customer
satisfaction**



“ It’s hard to imagine an automotive retailer that does not have video as a key weapon of its armory. Video should now be a core competency for all dealer salespeople and technicians. Using CitNOW’s Sales, Workshop and Web platforms has dramatically improved our CSI scores, especially when operating remotely during the pandemic. The platforms have allowed our salespeople to be ‘in the room’ with customers and have proved crucial to keeping the conversation open.

Allen Scott,

Communications & Marketing Director at Snows Motor Group

More than half of car buyers now start their purchasing journey online, making it vital for stock to be listed online with high-quality visual assets from the moment it goes on sale. Ensuring the customer journey is seamless from their online to offline experience is key to today’s retail experience.

With a network of 49 franchised dealerships across the UK, Snows Motor Group understands the importance of providing an outstanding customer experience to uphold its strong reputation. Snows Motor Group has harnessed the power of digital communications to help achieve this.

Working with CitNOW for a number of years, Snows Motor Group has benefited from the full suite of CitNOW products; Sales, Workshop and Web. Helping the Group to achieve its business strategy objectives around online sales, online reputation and eVHC reports, the use of CitNOW video is now a core part of its retailers’ customer communications process and CitNOW’s platforms are seen as a real benefit by the users.

Since adopting CitNOW Sales, Workshop and Web platforms across the business, Snows Motor Group has continued to receive positive feedback from customers regarding the

communications they receive. Video created to keep customers updated throughout the purchase process has been particularly well received, as have vehicle walkaround videos and instructions on how to use in-car features. In 2020, Snows saw a significant increase in the number of sales and service videos watched by customers in comparison to the previous year.

The sales teams at Snows Motor Group have embraced the Live Video feature, which is available on CitNOW Sales and Workshop and is designed to work in tandem with the recorded video function to provide the customer with a blend of video communications. The importance of Live Video became particularly prominent during the COVID-19 pandemic when customers were unable or unwilling to visit showrooms. Live Video enabled staff at Snows Motor Group to replicate the effect of real-life face-to-face interactions to deliver a seamless, yet contactless journey for customers.

“CitNOW has led the push for video and image technology in the automotive industry for some time now, and this really shows in the level of service we receive. Not only does the technology make a real difference to automotive retail, but CitNOW’s Account Managers are always on hand to help with queries and reports too. CitNOW is a fantastic company to work with and its products are invaluable in helping to support our requirements as a dealer group”