



Embracing digital communications to **improve the customer experience**



Video use in sales **up 374%** from 2020



“ The majority of customers who use CitNOW’s star rating option will award us five stars, not least because of the quality of the information provided and the improved ease of communication at every customer touch point.

Chris Blake

Group Training Manager at Drive Motor Retail Group

Drive Motor Group embraces an all-encompassing digital communications solution to bridge the online to offline experience for customers and increase profitability in aftersales.

Having embraced video technology since 2015, Drive Motor Group has seen a direct correlation between dealership success and the use of CitNOW’s Sales and Workshop software. As a result, the Group, which is one of the UK’s largest privately owned automotive retailers, has expanded its partnership to roll out CitNOW Web across its entire dealer network.

With the help of CitNOW’s full suite of products, sales specialists and technicians across the Group’s 16 retail outlets are able to access the tools that enable them to communicate clearly with customers via video, to help them make an informed decision or purchase. This proved particularly crucial during the COVID-19 pandemic when national lockdowns meant many customers were unable or unwilling to visit dealerships to complete a purchase or vehicle service.

With more than 15,000 videos produced across the Drive Motor Group network in March 2021 alone, and **video use in sales up 374% from the previous year**, it’s clear to see that video is proving popular with customers. By

producing greater quantities of high-quality, personalised sales and vehicle health check videos using CitNOW technology, Drive Motor Group successfully maintained strong relationships with customers, helping to achieve outstanding CSI results and increasing repeat custom. Group workshops already using CitNOW have also reported that the digital solutions provider has proved invaluable in increasing profitability in parts and workshop hours.

Following this success, it comes as no surprise that Drive Motor Group has now added CitNOW Web to complete its full suite of CitNOW platforms, to provide customers with a seamless digital to showroom communications experience. The new solution is enabling Drive Motor Group retailers to quickly and efficiently capture all the necessary digital marketing assets to create an accurate visual representation for all stock online. The platform allows the Group to maintain a consistent online presence across all sites and provide the customer with high-quality 360-degree pictures and videos to enhance their purchasing experience.

“By embracing video, we have been able to give customers the confidence to make faster and more informed decisions or purchases; whether online or through our click and collect services”, explains Chris Blake, Group Training Manager at Drive Motor Retail Group. **“It was a simple business decision to expand the use of CitNOW solutions across our entire network.”**