



TrustFord  
bridges **digital**  
**to physical gap**  
with video

“ We have seen a direct correlation between the adoption of CitNOW Sales and enhanced relationships between customers and our sales teams. People buy from people, and the use of CitNOW has allowed our sales advisors to maintain face-to-face contact with customers, which is crucial for establishing a connection and building trust before the discussion of buying a vehicle even begins.

**Martin Dillow**

*Sales Development Director at TrustFord*

From the moment an enquiry is made, TrustFord places a strong focus on customer care and offering an exceptional level of service. Since using CitNOW Sales and Web, the UK's largest Ford dealer group has noticed a stark improvement in how effectively it develops and maintains successful customer relationships.

The first lockdown accelerated the retail network's reliance on video, with sales executives on furlough and reduced footfall on the forecourts. As TrustFord worked fast to improve its remote selling capabilities, the business turned to CitNOW to help improve the customer experience.

As increased numbers of customers reverted to digital channels for guidance about vehicles they were interested in, the emphasis switched to using recorded and live video to help bridge the digital-to-physical gap throughout the car purchasing journey.

TrustFord's 37 showrooms have adopted CitNOW's personalised video technology, enabling sales staff to demonstrate specific features of a customer's chosen car and introduce themselves and the dealership, thereby creating a connection with the customer before they set foot inside the showroom.

When reflecting on the success of CitNOW Sales, TrustFord identified two retailers that were converting sales leads at different rates, even though the sites themselves were of a similar size. **The dealership that converted**

**the most enquiries into sales was found to have sent twice the number of videos via CitNOW Sales than the other site.**

With an average customer watch-rate of 78% (based on videos sent in the first half of 2021), it is clear that customers have wholeheartedly embraced TrustFord's use of video. The dealer group has received a high number of positive Trustpilot reviews from customers mentioning the effective use of video communications, and the videos themselves have an average rating of 4.9 out of 5.

TrustFord retailers received a quick on-boarding process, including training on how best to use the CitNOW Sales and Web platforms, and have seen the benefits of reintroducing an element of face-to-face contact almost immediately. TrustFord continues to receive ongoing support from the CitNOW Academy, including bespoke webinars to help drive engagement and optimise video quality.

Martin Dillow, Sales Development Director at TrustFord, says

**“Video allows us to be our customers' eyes, and we are committed to making the technology work for each of their specific requirements. To further encourage our employees to use CitNOW, we have introduced our own fortnightly internal awards where each region has a chance to promote and praise their employees for the best videos created and to demonstrate best practice. It is very gratifying to see our customers fully embrace digital as part of their purchasing journey and we look forward to strengthening our video skills with CitNOW.”**