



Customer Case Study: **Motorpoint Ltd**

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General Sales Manager at Motorpoint Sheffield

Motorpoint first embraced video technology to support its vehicle sales activities back in 2019, and since then has witnessed the positive impact CitNOW Sales has had on the car-buying process.

All 20 Motorpoint stores nationwide have integrated the personalised video communication tools provided by CitNOW into the sales process. Doing this has helped the team engage seamlessly with customers outside of the dealership.

With an **average customer watch-rate of 75%¹** and a **video rating of 4.9 out of 5**, it's clear that Motorpoint's proactive approach to sending personalised video content is appreciated by current and prospective customers.

With the help of CitNOW Sales, Motorpoint has integrated elements of the online and in-store sales process to ensure customers receive a positive and personalised experience – no matter how they are looking to buy.

The impact of this activity can be seen across all of Motorpoint's stores, including Motorpoint Sheffield which has focused on responding to all relevant enquiries with a CitNOW video.

Elliott Bell, General Sales Manager at Motorpoint Sheffield said: "Since the start of the year, we've been exploring new ways to integrate CitNOW

into more of our sales process, particularly when a customer has started their journey on the website. We're now at the stage where the team in Sheffield is sending CitNOW videos in response to every online referral or test drive request, and we can really see the positive impact this is having – particularly when these video responses are really prompt.

"A great example of this is when a member of our sales team was able to respond to a test drive request almost as soon as we received it. Rather than just sending confirmation of the test drive, they sent a personalised CitNOW video, along with instructions on how to reserve the car. Less than an hour later, the customer reserved the vehicle online before even driving the vehicle. **Without the personalised CitNOW video, I don't think the customer would have been comfortable in reserving the car before taking it out for a test drive.**"

Following the successful rollout of CitNOW Sales across all sites, Motorpoint decided to introduce CitNOW Workshop for its prep teams based across the UK. CitNOW Workshop is being used to keep track of work being undertaken and used to share updates internally.

Motorpoint is committed to continuing its work with CitNOW and finding new ways to provide customers with high-quality 360-degree imagery and personalised videos that enhance their experience throughout the purchasing and aftersales journey.

¹ Based on videos sent in the first seven months of 2023