

May 2021

Customer Success Story : Greenhous Online

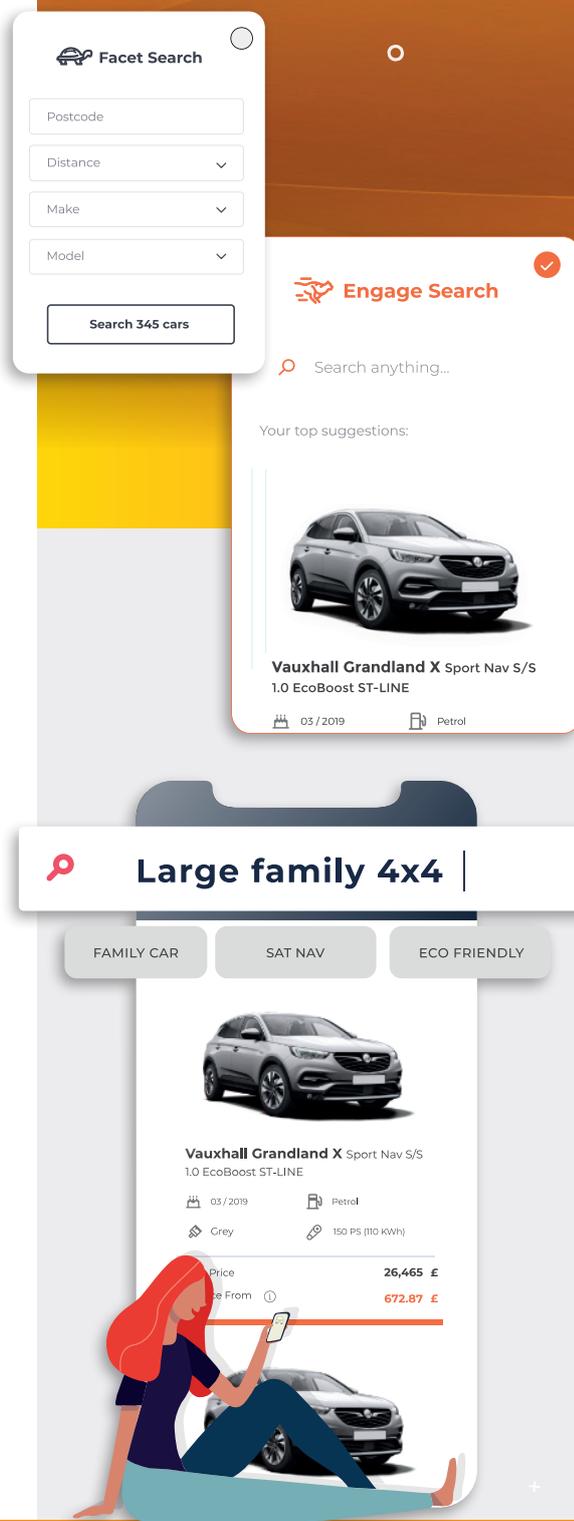
How Greenhous Online has found success with iVendi's ENGAGE.

OVERVIEW

Greenhous Online is the digital retail platform of one of the UK's leading franchise dealers. Greenhous Group has been in existence for more than a century and was one of the UK's very first Vauxhall dealers. Today, the business still holds a franchise for Vauxhall alongside others for Ford, Nissan, Volkswagen Commercials and DAF Trucks.

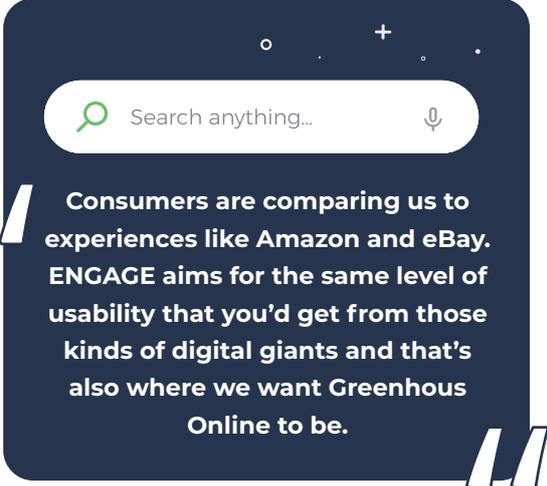
Earlier this year, Greenhous Online decided to adopt key elements of iVendi's online infrastructure including the **ENGAGE** product.

We spoke to **Craig Wall**, digital manager about their experiences.



Craig, what prompted you to look at working with iVendi?

“ We'd had some pretty dispiriting experiences with other suppliers where we had adopted what we thought were genuine end-to-end online retail products that turned out to be nothing of the sort, and we'd previously had some conversations with iVendi that were interesting. So, when it became clear that we weren't going to get the results we needed out of our existing arrangements, we sat down with iVendi and took a look at ENGAGE and CONVERT and were impressed.”



Search anything...

Consumers are comparing us to experiences like Amazon and eBay. ENGAGE aims for the same level of usability that you'd get from those kinds of digital giants and that's also where we want Greenhous Online to be.

ENGAGE

What do you like about ENGAGE?

The first thing that really catches your attention from a user point of view is the intuitive vehicle search, which allows the customer to type in their own description and delivers results based on that information. It's an interesting example of how iVendi works. There's some strong technology at the front end, including Artificial Intelligence element, but there is also a team of people in the background taking a look at how the product is being used and continually making incremental changes that improve outcomes almost on a daily basis.

Is the ENGAGE search much closer to what you think vehicle buyers expect in 2021??

Yes, very much so. They don't shop for cars and vans in isolation, they use all kinds of other online platforms and so, when they come to Greenhous Online, they're not really comparing us to other dealers but to experiences like Amazon and eBay. ENGAGE aims for the same level of usability that you'd get from those kinds of digital giants and that's also where we want Greenhous Online to be.

Do you see the same sort of philosophy in other iVendi products?

Absolutely. It is about providing or even exceeding the kind of service that a customer would receive in the showroom. For example, we sell a lot of commercial vehicles and there is a whole range of dedicated options that might be supplied by the salesperson if the buyer was standing in front of them – not just finance and paint protection but everything from tow bars to ply lining. If we've got a remote digital buyer in a far flung corner of the country, we want to meet their needs in exactly the same way as we would be able to if we were dealing with them in person and the iVendi technology will allow us to do this.

Does ENGAGE replicate all the advantages of the showroom in a digital format?

Yes, there are really two different types of people who shop online – those who are comfortable buying a vehicle digitally and those who can't get to a showroom but want a vehicle that we are selling. It's about meeting the needs of both of those people, providing a process that is easy and generates trust but is also comprehensive in terms of areas such as finance and add-on products. You need a journey that works for the customer and the dealer.

If we've got a remote digital buyer in a far flung corner of the country, we want to meet their needs in exactly the same way as we would be able to if we were dealing with them in person and the iVendi technology will allow us to do this.

Craig Wall, Digital Manager

CONCLUSION

“ Do you feel that you get the results you want by working with iVendi?

What we receive from iVendi, and this is very much in contrast to other providers we've worked with in this market, is a 'can-do' attitude. If there's an issue or something we want to achieve, they listen and do their best to help. iVendi don't have a prescriptive attitude where they implement the product and then expect the dealer to make it work - they know it remains their responsibility to help us get results. That's a massive thing in a partnership with a supplier. ”

To find out more about **ENGAGE**

contact iVendi on **0330 229 0028** or **tellmemore@ivendi.com**

