

Re-opening case study

Big Motoring World

Introduction

With dealer showrooms across England opening on June 1st, those in Northern Ireland scheduled to open on June 8th and while Scotland and Wales have yet to have an opening date confirmed, it seemed timely to ask a range of dealers about their experiences.

Crucially, we were also keen to share their approach to re-opening. In this best practice guide, Big Motoring World have kindly shared their experiences through lockdown and how this has helped them to be ready and prepared for re-opening.

Safety first

Big Motoring World's number one priority has been keeping their staff and customers safe. Looking ahead to re-opening, this business priority saw the team working hard to prepare for car retailing in the 'new normal'.

A few of the many measures taken are:

- All sites have been deep-cleaned and processes established to sustain a high level of hygiene
- Sanitise stations have been established at various points for staff and customers with easy access to hand sanitiser, gloves and other items designed to keep people safe and provide reassurance
- Fitting 'sneeze screens' to all desks
- Establish a process wherein all cars are sanitised using a safe, non-toxic chemical air mist that kills 99.9% of bacteria and germs
- Social distancing measures have been created for all sites



Bringing safety to life online

While lockdown may be coming to an end, we can all anticipate changes in the way people buy cars as concerns about social distancing continue.

Customers will be seeking a new level of reassurance in the car and car buying experience. Some will prefer a totally 'distance-sale' experience where the car is delivered while others will be happy with a Click & Collect approach and a further group will still want to visit the showroom to see, touch and test-drive their car of choice. For almost all, their car buying journey will start online and it is here the reassurance and information process must start.

Throughout lockdown, Big Motoring World kept up their digital momentum and used a range of tools to inform customers about how they were protecting customers and providing options. Central to this have been a variety of videos that have appeared online including on the Group's website and social media presence:

- 👉 **Preparing for opening** - <https://www.youtube.com/watch?v=dbOStLtr4Q8>
- 👉 **Click & collect** - <https://www.youtube.com/watch?v=zTiVWVcCUUsQ>
- 👉 **Safe car buying** - <https://www.youtube.com/watch?v=iFHRJW0sOcY>
- 👉 **Home delivery** - <https://www.youtube.com/watch?v=1uKKpBmWqdU>

The approach adopted by Big Motoring World has to be applauded. A simple line about COVID-19 and social distancing measures should be seen as mandatory, but the extra step taken by Big Motoring World provides a compelling customer experience. Such a move shifts the dialogue from price and towards service.

The impact

Peter Waddell (CEO) at Big Motoring World confirmed that despite being in lockdown, the team have never been busier.

The business used this time to enhance the digital journey for consumers and made the necessary improvements to all sites, whilst also investing in staff training to make sure they were fit and ready for re-opening. In the first 14 days of May, the approach secured 1,112 vehicle orders.

Now out of lockdown, the business has adapted to a 'new normal' and is continuing to evolve its communications, notably digitally. In a rapidly developing retailing landscape, the business recognises that their communication has to be timely, meeting the needs of the many people who remain deeply concerned about COVID-19 and the gradual re-opening of the economy.

Top tips



- Establish a rigorous showroom, forecourt social distancing and sanitisation regime



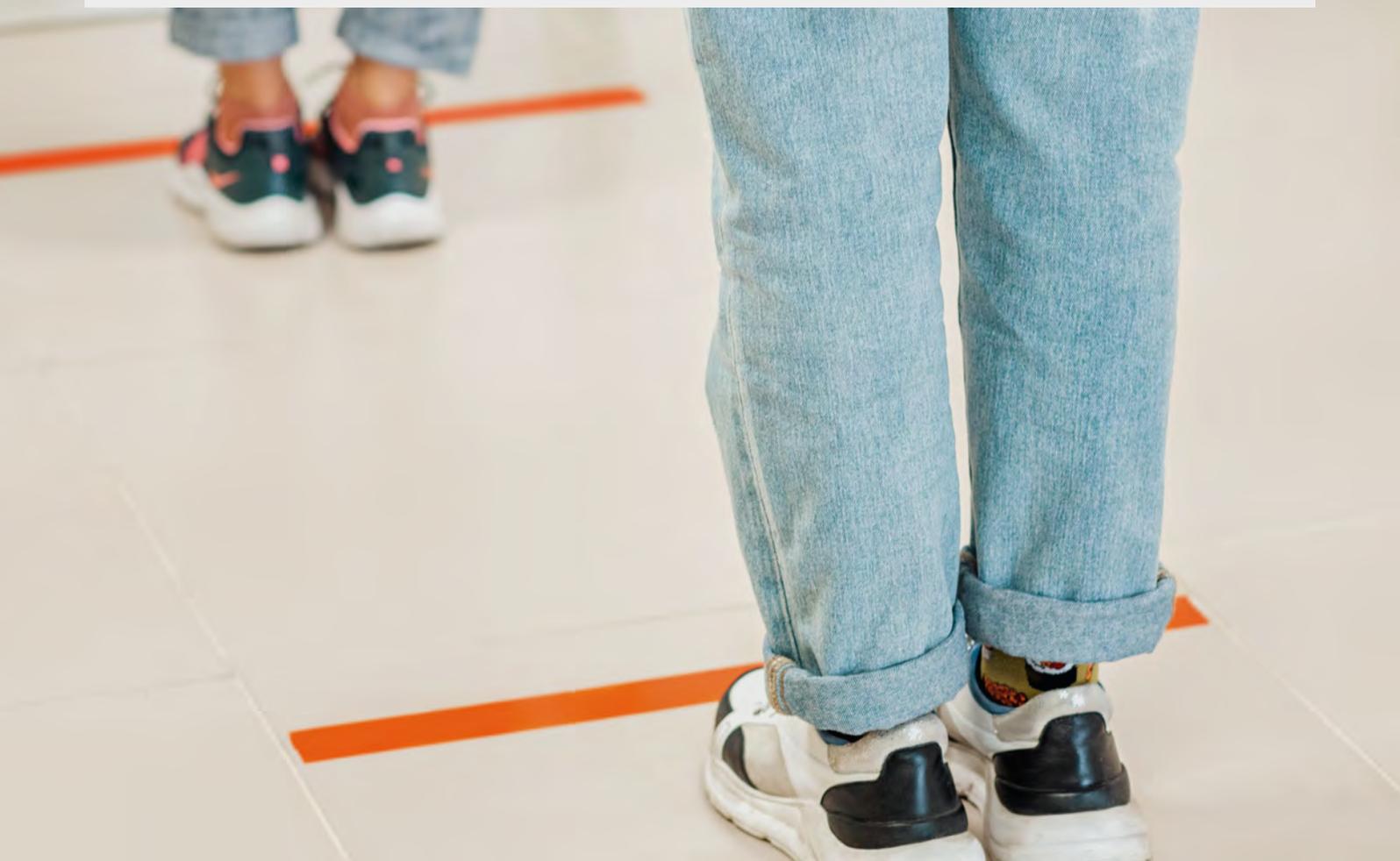
- Ensure every car is sanitised carefully - keep cars locked, accessible on request and keep exteriors regularly sanitised



- Train staff on sanitisation and social distancing requirements



- Communicate your approach actively, especially online



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