

FullAppraisal Case Study

Breeze Volkswagen was established in 2000 and has grown through a commitment to providing an uncompromising level of customer service whilst offering exceptional value and choice.

Breeze combines its strong, local identity with Volkswagen's unrivalled heritage for excellence, style and consistency; evident in the daily operations of the retail showroom, van centre and service specialists in Poole, Southampton and Portsmouth, as well as trade parts specialist sites, which supply trade parts for the entire Volkswagen Group.

Andy Garrett, Breeze Volkswagen Group underwrite/buyer has been using FullAppraisal since December 2015. Breeze's trade department is a big profit centre for the group. While some groups may be happy to 'clear decks', the group uses Andy's experience to maximise profit on each vehicle. Andy will look at each car or van and make a decision on where that vehicle will make its biggest profit.



Issue

Andy had wanted to overhaul how the dealer group went about appraising stock to the point of embarking on a system internally.

The group had been using a paper-based system which he felt was inefficient and unproductive. Required details could be missed, and Andy wanted to ensure appraisals included clear images of the vehicles to record their condition, and to be able to underwrite any vehicle instantly knowing he had accurate information. He wanted to improve the group's bottom line profitability even more leaving less room for error.



Solution

The FullAppraisal system was introduced to Breeze's six sites during a week of training by the Cooper Solutions team.

Breeze operates a checklist system with FullAppraisal, which means sales staff must complete specific fields until they can finish the process. Underwriting and buying for six sites meant that Andy had several different log-ins to access the appraisal system for the group which became difficult when flipping between accounts. This was modified quickly by Cooper Solutions to ensure he was able to flip between the profiles easily.



Outcome

Having used FullAppraisal for six months, Andy said that:

"buying has become more efficient as I have a much clearer, real time picture of potential retail opportunities coming in part-exchange across the group."

"Switching to digital means the sales guys are taking more quality information for the part-ex and are engaging better with the customer whilst doing so. It's helped to increase accuracy in descriptions with photos and time and date stamping. We also now get to see good appraisals on distance selling deals."

"I can look at our part-ex stock on a group level on my computer, phone or tablet wherever I am in the country or the world. It really helps me manage that and lets me make decisions quickly on how I'm going to maximise the profitability of that stock."

"Switching to Cooper Solutions FullAppraisal system has without a doubt been a big forward step for us and one that I am delighted with."