



# In the prevailing economic climate value added products are so much more crucial

Car buying is dominated increasingly by people for whom rising inflation and interest rates is an unwanted shock that they have not experienced in their working lifetime.

The sudden end of the knowledge and comfort of low interest rates and inflation is impacting financial certainty to which many had become accustomed.

Adding to the financial challenges many people are experiencing, new car prices continue to accelerate as the market switches to electric vehicles. At the same time, prices remain stubbornly high for used cars, whose values rose by an average of 30% in 2021, with some models going up 70%.

All of this has implications for the importance of introducing Value Added Products (VAPs) to customers.

## The net impact on VAPs

Department for Transport data suggests weekday travel is back to 90% of pre-pandemic levels and weekend travel is at 100%. While people may well rein in their spending, the need for a reliable and efficient car for travel is a cost people will have to accept.

What people will be hoping to avoid is any unexpected financial shock.

## The role of VAPs in today's market GAP/RTI

First of all, our thanks to the dealer community for recognising AutoProtect Group as their AM Recommended Supplier for GAP for the sixth successive year.

GAP and RTI insurance is arguably more critical to today's car buyers than

ever, with high vehicle costs/values and tightening customer household budgets.

Customers may point to their comprehensive insurance and 'new for old' replacement offer that is sometimes included. It is essential to highlight that such coverage often applies to cars less than a year old. Even if it does cover older cars, it does not typically cover the financial implications of any finance's enforced early settlement. In the case of the commonly used PCP finance option, this can be a particularly uncomfortable reality.

## Cosmetic damage insurance products

Cosmetic damage insurance can be very valuable to ensure that those minor dings that are all too easy to collect are repaired. Such insurance also avoids car insurance claims for minor damage, protecting peoples' no-claims bonuses. It can also help maintain a car's value, ensuring it always looks its best and potentially adding £££ to its future re-sale value.

When assessing your options for such cover, AutoProtect Group were awarded Best Aftersales Product of the Year for our newest cosmetic repair product, Shine! Protect. Shine! Protect is a cosmetic maintenance plan that allows customers to receive repairs for minor damage on their vehicle from our expert, in-house repairers at Shine - adding ease and convenience to the product's benefits.

## Claims - the acid test

The Insurance Times Tech & Innovation Awards 2022 recognised insurers who were going the extra mile to improve processes within the insurance industry and striving to improve the customer experience they provide to consumers. AutoProtect

Group were awarded Best Use of Technology for Customer Experience (claims).

The judges commented: "The stats speak for themselves. AutoProtect Group has really thought about the whole end-to-end customer experience and is very much data-driven. They are also passionate - and that makes a real difference. A great example of technology improving customer experience."

Our success in the critical claims experience is a strong message that we hope will prove valuable to our dealers in talking with their customers.

## AutoProtect Digital+

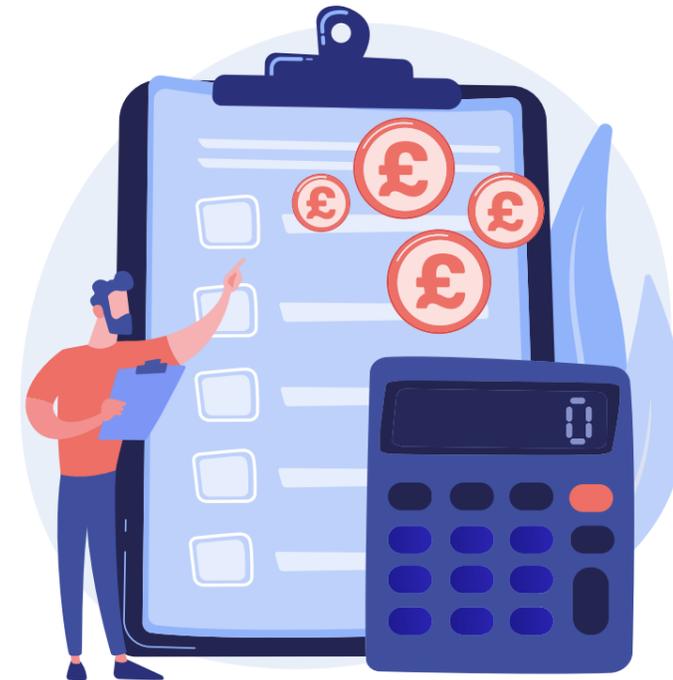
### Digital+ making it easier for retailers to offer VAPs

Digital+ is a new omnichannel service from AutoProtect Group that helps dealers to enhance their VAP sales.

The service provides options that dealers can use alongside or in place of the showroom model. A choice of referral options for dealers enables customers to connect with product experts within AutoProtect's Call Centre seamlessly. It is an elegantly simple connection countering any actual or perceived friction associated with introducing VAPs for dealers and customers alike.

### The Digital+ Connection Options

1. For dealers who prefer not to promote VAPs, they can provide a link for customers to a dedicated portal where customers can discover the AutoProtect range and self-serve their



needs, accessing support from AutoProtect's expert team. Alternatively, they can provide their customer data, subject to appropriate regulatory permissions, to AutoProtect to make contact to introduce the range of services.

2. Dealers can develop their own customer journey for VAPs. Once a customer has chosen a product or products, the sales promotion can be transferred via AutoProtect's well-proven API to process the purchase. The net result is a rapid, frictionless dealer branded experience

3. Larger dealer groups can refer customers to AutoProtect to enable follow-up sales contact

Currently, Digital+ provides access to GAP, Warranty and SMART, but plans are well-advanced to add to the product portfolio.



### Digital leadership - The all-new Navigate platform

Our flagship, digital point-of-sale platform Navigate is being rolled out. It is transforming the F&I journey for our

dealers by creating a series of marginal gains delivering an easier to use intuitive service that brings together all AutoProtect Group products and services.

The staged rollout will continue into 2023, adding additional services on a structured basis.

### Above all, AutoProtect is about creating trust

At the time of writing, 8144 customers have given AutoProtect Group an Excellent 4.7/5 Trustpilot rating.

Here is a recent review verbatim, published on October 17th;

*"Excellent personal attention to detail with clarity without boring 'call centre' mindless waffle. The policy conditions are clearly set out by the representative before you buy. I accepted a competitive quote and highly recommend the company."*

If any customer has doubts about the VAPs you provide, dealers working with AutoProtect can share our performance with absolute confidence.

To find out more about how we work and think, and how this can help you and your business, email Mike or David.



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