

# Home delivery, delivered

## Engineius delivers a dramatic improvement in vehicle movement

**V**ehicle movement specialist Engineius is transforming the car retail sector's ability to offer home delivery of new and used vehicles, with a "plug-in" one-stop shop solution where movements can be booked in 30 seconds and managed entirely online,

The Birmingham-based start-up was launched in 2018 by co-founders chief executive Chris Clibbery and chairman Mark Jannaway, and is now positioned to grow its simple, end-to-end service.

Engineius' rise is timely, given the swelling demand in the car retail sector for offering customers Amazon-style convenience of home delivery to any location, tracked right to their door.

"Covid restrictions have accelerated a trend that was already underway," says Calum Slowther, commercial director at Engineius. "We believe that this – combined with huge investment pouring into the online space – has structurally changed the car-buying market to mean that home delivery will become a critical tool for all retailers to have at their disposal."

Engineius' end-to-end solution has got traction well beyond just retailing. "Our top six customers are from six different sectors," notes Slowther, "including corporate fleet, dealership, rental, contract hire and leasing, accident and breakdown."

Creating a frictionless model that appealed widely to all sectors of the

automotive market was always the intention of founders Clibbery and Jannaway.

"The initial prompt to look at the opportunity in vehicle movement came about from the challenge of utilisation of recovery trucks," says Clibbery, formerly of The AA. "As soon as we looked into the market in greater depth, however, it became very apparent the key challenge facing companies that need to move vehicles was service delivery, control and convenience, not getting a cheaper price on the back of an empty truck."

Transparency, more than anything, is what Engineius identified was missing from the market. Live tracking links, for example, allow users to see the progress of their delivery from any device with automatic alerts sent by text and email.

Transparency does not stop at the job-by-job level. "A typical top 10 franchise dealer group can use 40-80 different vehicle movement suppliers," states Slowther, citing Engineius' direct experience. "This makes it very difficult for large groups to control not only costs, but increasingly critically, the service quality provided to end users."

Engineius' network now extends to more than 400 self-employed drivers – one of the largest in the UK – and more than 100 transport agent partners, operating nationwide. Drivers and partners are all vetted, trained and managed by Engineius' network team. All movements are completed using Engineius' bespoke mobile application to ensure full and consistent data capture on each movement.

This makes for a compelling offering for retailers of all sizes. For large groups with dozens of sites, a single consolidated monthly invoice details costs from across the entire group, with each line tagged against site, type of movement and customer type.

For smaller dealer-



**“ENGINEIUS IS BREAKING THE CYCLE OF A LACK OF INVESTMENT IN A TECHNOLOGY SOLUTION FOR THE VEHICLE MOVEMENT SECTOR”**

**CALUM SLOWTHER**

ships, Engineius' "plug-in" model with no upfront costs and an entirely pay-on-use model is the perfect tool to allow them to punch above their weight on home delivery and logistics operations.

Moreover, Engineius' ability to offer the same low-touch model for driven, plated, single car transported movements and multi-car transporters makes Engineius a true one-stop-shop for all customers, regardless of size.

Engineius already operates across the full gamut of automotive sectors with AM100 retailers listed alongside Hertz, Hitachi, The Car Buying Group, BuyaCar and Oodle among its list of clients.

It is set to expand significantly this year

after delivering almost 13,000 vehicles in the first quarter of 2021.

While 2021 will see some new product development, "our key objective for this year is to really perfect our core model," states Slowther. "We are very fortunate to have extremely large customers on board already who we can partner with to create a market-leading solution, rather than adding bells and whistles at random."

Engineius' technology has already transformed how some of its customers are able to operate. Specifically, online retailers – who are often financing vehicles blind – are able to use the live data feedback remotely to appraise vehicles. Further, by providing the logistics service, they maintain maximum control over the end customer.

"Our goal is to make vehicle movement easy, regardless of who you are or what your movement needs are," says Slowther. "Our technology platform is what allows for this."

Another successful application of Engineius' technology to transform end-user experience is the ability to run booking systems on behalf of clients. Customers receive a text, inviting them to book a time

and date slot

that is convenient for them. The booking automatically creates a movement order in the Engineius system, eliminating many rounds of phone calls and emails.

"The booking system is really effective for both retail and corporate customers," adds Slowther.

"Corporate fleets get huge value out of it as it takes so many parties out of the communication chain while still giving all visibility of exactly what is going on."

Engineius' contact centre is based in central Birmingham and numbers a dozen staff. They are on hand for suppliers and customers alike for the inevitable exceptions when a helping hand is needed.

For Engineius, doing things better doesn't stop at the service it provides for its customers. Environmentally, it avoids the use of runner vehicles for its drivers, and promotes driving vehicles over transporting them wherever possible.

It drive-delivers EVs without a range limit, and has switched about 20% of movement volumes from transported to driven with one leading dealer group through providing

analytics showing transporters were not necessary.

Further, Engineius partners with Collective Benefits to provide insurance and benefits to its self-employed drivers to offer them protections such as sick pay and health insurance options.

"We're doing these things because, fundamentally, we believe they are the right thing to do," highlights Slowther. "However, the wider world is also waking up to this and considerations such as treatment of workers and environmental policy are increasingly high priorities for customers too."

This is one of the many ways that adopting Engineius helps retailers future-proof their business. With the way cars are sold set to continue changing rapidly from this point on, vehicle logistics is only going to become a more important consideration for traditional and online retailers alike.



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