



CitNOW expertise sees retailers scaling ever greater video heights

In 2019, CitNOW expects to see its retailers using video even more, as the company enters its second decade leading the field in video communications

CitNOW clocked up 10 years of delivering video services to the automotive retail sector in 2018 and we will continue to develop new features, deploy the latest technology and enhance our apps and suite of products in 2019.

As the purchase process moves even further into the online arena, retailers need to be using digital technology to form relationships and persuade buyers to visit the showroom, as well as entice customers back to the aftersales department. Video has proven to be crucial to this.

Alistair Horsburgh, CEO of CitNOW, said: "We don't take our position as the market leader lightly. In fact, it makes us

more determined to continually refine and develop our products, as well as provide retailers with the best training, insights and research to ensure they have the knowledge and tools they need for video to help them reach new heights in every aspect of their business."

CitNOW highlights

New features and products are created in response to retailer requests and continual insights gathered from data and independent research. Our quarterly release process ensures updates are regular, relevant and ready to go. Here are some of our 2018 highlights.

Year of the Used Car report

2018 was a great year for used cars. This was reflected in our consumer research and publication of our Year of the Used Car report. Still available to download from the CitNOW website, the research was commissioned to understand the role video plays in the buying process and its findings were eye-opening.

Almost half of those questioned said they are looking to buy used for their next car and nearly 20% were yet to decide between a new or used vehicle. More than 50% of consumers in the survey believe an online video tour of a used car for sale is an important or essential part of the used vehicle

CitNOW smart video products and services

Products and services will only be successful if they are easy to use, processes are straightforward and results are apparent. As such, all CitNOW products and services have been developed for ease of use, despite the incredibly sophisticated technology at work behind the scenes.

CitNOW Sales

Makes high-quality filming, editing and distributing personal videos of vehicles in response to an individual enquiry easy. Providing a virtual way



to view the car, sales executives are also able to build a relationship with the consumer before they set foot inside the showroom or on the forecourt.

CitNOW Workshop

Customers can see the work required on their vehicle when on the ramp or, indeed, receive assurance of a clean bill of health when the technician shoots a short one- to two-minute video. With increased transparency, customer service is enhanced and work is more likely to be authorised.



CitNOW Web

Retailers can capture still images alongside video and 360-degree shots to create all the visual assets required to market used car stock online as soon as it is retail-ready. Integrated with dealers' own websites and used vehicle locators,



brand-approved still images and video can be uploaded and online in minutes.

CitNOW Bodyshop

Providing customers with a video of the body repair work required on their vehicle builds trust and results in increased retail work conversions enabling the bodyshop to sell more labour and parts, while providing an unequivocal condition assessment record.



CitNOW Dashboard

The Dashboard is the key to everything video for all CitNOW users, providing the means to track and monitor video performance on an individual level and from a managerial, group or network perspective. Real-time data allows activity to be monitored across all products in use.

CitNOW Academy

CitNOW's dedicated Academy team provides on-site training, so retailer employees stay on top of their video skills by maximising its use. Providing the means to brush up or enhance their technique also means retailers can be assured their investment is fully capitalised.

ISO 27001

As a digital technology company, we are committed to high standards of information security, privacy and transparency and last year achieved ISO 27001 accreditation. Implemented as part of our GDPR compliance, ISO 27001 certification proves we can offer our quality product range with increased data security for our customers.

This certification, the highest international standard when it comes to data security, also means that businesses and customers using CitNOW



apps have a proven and independently verified system supporting them, keeping their data secure and private to the highest global standards.

Amber Follow-Up add-on

Easily forgotten in busy aftersales departments, amber follow-ups offer an additional revenue stream if managed effectively. The Amber Follow-Up add-on to CitNOW Workshop helps service advisers to record and follow up identified amber work that is not sold immediately. A two-minute data entry task when the customer is collecting their vehicle will send an automated reminder at the point the work will become more urgent. Using this new feature, Norwich-based workshop Robinsons Škoda has seen an impressive 86% increase in work approved, resulting in an 11% boost to workshop labour hours.

The power of SMS

Always siphoning our data means we can share insights, which often result in the smallest tweaks that have the greatest impact. One such seemingly minor change is sending a simple text as well as an email



to a customer to alert them to their personal video, thereby increasing watch rates. Our latest statistics show an average 57% watch rate of personal video when an email alone is sent, but that jumps to an incredible 74% if a text is sent along with an email.

eLearning

The CitNOW Academy has played a central role in our development and expansion and has helped to establish video as an essential means of communication. We currently have a range of eLearning modules available on the Dashboard, meaning automotive professionals can access relevant training modules whenever necessary. 2019 is going to see us take this a step further by partnering with learning provider, Eloomi, to take our eLearning to a much higher level of sophistication including in-depth reporting, measurement and individual learning records.

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