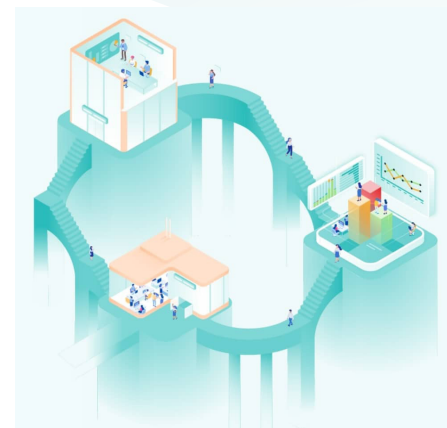


SUPPLIER SPOTLIGHT

In association with **loop^{BI}**

Double-digit efficiency gains thanks to Loop BI



“ACROSS OUR NETWORK USERS COMMENT ON THE SIMPLICITY OF THE LOOP SYSTEM”

MATT BISHOP,
VOLKSWAGEN GROUP UK

With the recent additions of Aston Martin, Lotus and VW Group to its client list, Loop BI's experienced team now provides the software that underpins KPI management at around 15,000 car dealership locations.

Staff members are split into development teams operating alongside data integration and speed, product and customer success teams.

Getting the name 'out there'

Last July the business recruited former Autovista head of growth marketing Ben Miller as its head of marketing. It is all part of a concerted drive to get the Loop BI name "out there", according to Porri, and show the car retail sector the improvements the system can make to dealers' performance.

But Porri added: "The feedback on the product speaks for itself. Loop BI achieves a massive amount of efficiency."

Loop BI claims that evidence from across its client base shows that improvement actions logged on its system typically drive a positive shift in KPIs three-times faster than traditional performance management techniques.

business intelligence dashboard – giving all users a single view of performance.

It also provides a combination of tools for HQ, field teams and dealers to improve performance across the business, such as balanced scorecards and action centre functions to drive behaviours directly linked to KPIs.

The result has been rapid improvements in business performance in areas including aftersales and used sales, while the semiconductor shortage continues to impact new car availability.

System simplicity

Matt Bishop, network insight manager at Volkswagen Group UK, said: "Across our network users comment on the simplicity of the Loop BI system and how easy and clear it is to find what they are looking for."

"Loop BI has given us a 10% improvement in efficiency and performance across Volkswagen Group UK, time savings, and a more standardised way of working and reporting."

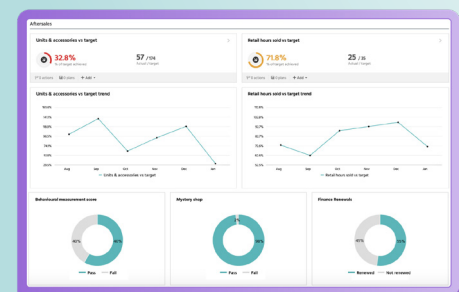
Lotus, meanwhile, has seen a 13% improvement in standards across its franchised dealer network since rolling out Loop BI's standards assessment tool.

Loop BI is a product of Gloucester-based River Software, who also operate incentive and recognition programmes in the automotive sector.

As it shifted to paperless operations and increased web-based functions, it realised that the vast amount of data it was gathering could be put to better use... and Loop BI was born.

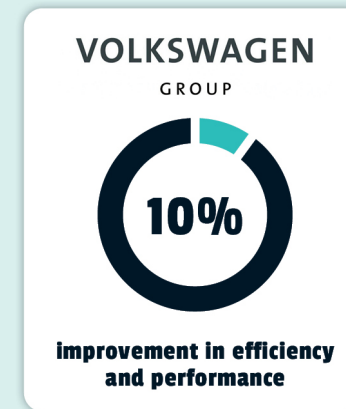
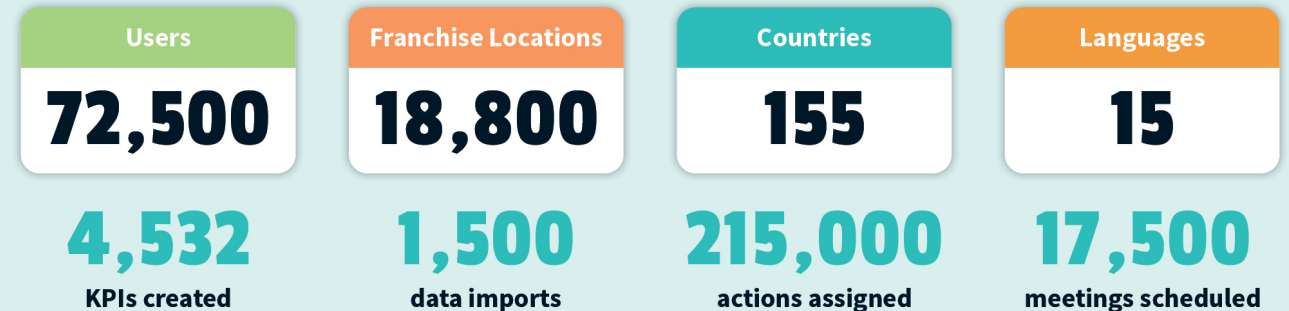
"We launched Loop BI with a far broader array of functionality for customers, but a focus on simplicity and transparency," said Porri. "The platform ensures that everyone on that OEM/retailer relationship has access to the same source of truth. One view of the data."

"Previously, there were several different systems that had to be accessed, so people loved the idea of this single view."



For more information please visit: www.loop-bi.com or email: hello@loop-bi.com

Loop in Numbers



Areas of focus

While the system can tap into a vast array of sales, aftersales and customer satisfaction data, Porri said OEMs and retailers usually choose 15 to 20 areas of focus to scrutinise and improve.

The real success comes from Loop BI's ease of use and transparent dashboards, however.

According to Loop BI, just 30 minutes of training is enough to get car retail managers familiar with its KPI data dashboard and actions functionality.

An hour's training will lay the foundations for access to full network audit functionality.

"In the business intelligence sector people will turn to Tableau or Power BI, but I just don't think they work in change implementation across a car retail network," Porri said.

"These are systems that are used by a limited number of people – usually with data analysis expertise – who are based in a head office."

"The reality is that, if you don't get the data in front of the people that need it, then you won't get the improvements."

“A GREAT EXPERIENCE WORKING WITH EVERYONE AT LOOP. I HAVE FULL CONFIDENCE THAT ANYTHING WE NEED WILL BE DONE RIGHT”

MICHAEL DAWKES,
ASTON MARTIN

"Our aim is to keep the dashboards as simple and as user-friendly as we can to ensure the data gets out there and can be acted upon by the people that need it."

Loop BI is keen to grow its business through partnerships with car retailers.

Right now, though, many of its OEM partners see it as a key component of their shift to an agency car retail model.

VW is making the move in electric vehicles (EVs), while Lotus Cars recently rolled out its agency model in the UK.

Porri said: "In a sense, agency is flipping the sector on its head, handing much of the customer data to the OEM, but the sharing of that data between OEM and dealer is central to its success."

"Lotus Cars has seen Loop BI as a vital point of data sharing with its network."

Porri cited findings from the recent *Next Destination: Software – how automotive OEMs can harness the potential of software-driven transformation* report from the Capgemini Research Institute to highlight the growing importance of software-driven transformation.

It said the shift is expected to improve OEMs' productivity by up to 40%, reduce costs by 37%, and improving customer satisfaction by 23% in the next five years.

"It's great to be in a position where we can take a central role in both OEMs and retailers realising those gains," Porri said.