



## **AM readers recommend their top suppliers**

The greatest form of marketing is via word-of-mouth referrals, and recommendations are priceless.

A business may have excellent products, but referrals and recommendations are ultimately given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our thousands of readers to have their say about the companies they believe offer the best service.

We have gathered opinions via a research programme conducted among AM's audience.

The automotive business sectors highlighted for 2019 are GAP insurance, auctions and remarketing, warranty, service plans, finance, and paint protection.

The warranty sector saw Car Care Plan recommended by AM readers.

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**AM DEALER RECOMMENDED** >>>>



# Who is Car Care Plan?

**C**ar Care Plan is the UK's leading provider of vehicle warranty, asset protection products and aftersales motoring programmes, registering more than 1 million products globally each year.

Having been established in the automotive industry for more than 40 years, Car Care Plan has built up an impressive portfolio of clients, including some of the industry's leading manufacturers and dealers. Car Care Plan partners with these clients to offer protection and peace of mind to motorists worldwide.

## Global coverage

The company is active in more than 50 countries, with offices in:

- Leeds and Manchester, UK
- Shanghai, China
- Sao Paulo, Brazil
- Istanbul, Turkey
- Moscow, Russia

Car Care Plan's geographical coverage, combined with its multi-lingual claims-handling capabilities, allows the company to meet clients' needs, whether they are localised to a single market or a global programme spread across multiple markets.

The company's operational capabilities are supported by a team of more than 400 employees based across six locations. The team possesses an extensive and wide-ranging knowledge of the industry, products and supporting disciplines. This knowledge allows Car Care Plan to support the varying needs of its clients and of its clients' customers.

## An end-to-end solution

Car Care Plan offers its clients in-house underwriting, compliance, marketing, claims administration, customer service, auditing and account management expertise. This allows Car Care Plan to provide manufacturers and dealers with an experienced, knowledgeable



and seamless end-to-end solution, all administered from under one roof.

## What does Car Care Plan do?

For more than 40 years, Car Care Plan has been dedicated to providing reassurance and peace of mind to motorists worldwide.

To do this, it partners with dealers and manufacturers, to offer a bespoke, white-label solution, leveraging the company's 40 years of experience and an extensive mix of in-house capabilities to offer motorists high-quality, suitable and reliable products.

Car Care Plan's success over its 40 years in business has been built on the foundation of quality products. Car Care Plan adopts a relentless approach to product development, constantly reviewing and enhancing its product range, to ensure the products remain relevant and suitable to the market, while ensuring the quality of the products mirror the high standards of Car Care Plan's clients.

To help dealers convey the quality of Car Care Plan's product range, the business has built up a relationship with Defaqto, an independent financial product ratings company. These ratings allow dealers to easily communicate

and demonstrate the quality of their products to motorists. Many of the programmes Car Care Plan provides into dealerships carry a five-star Defaqto rating.

Offering both white-label and umbrella brand approaches, Car Care Plan manages the programme on the client's behalf, essentially acting as an extension of their business. Car Care Plan oversees the administration of the policies, the management of claims and steps in at the end of the product life cycle with retention campaigns to keep the customers within their client's brand and drive footfall back into their dealerships.

## What can Car Care Plan do for your business?

Car Care Plan essentially offers its clients an expert, hassle-free and efficient way to manage vehicle warranty, asset protection and aftersales motoring programmes.

Through these programmes, Car Care Plan is able to open up new revenue streams for its clients, enhance product ranges, build upon the customer experience offered to clients' customers and drive footfall back into dealerships and workshops. All while ensuring

**"Car Care Plan offers an expert, hassle-free and efficient way to manage vehicle warranty, asset protection and aftersales"**

motorists enjoy a hassle-free, friendly and worry-free experience.

## Product development

Car Care Plan prides itself on offering the best products available in the market. Through detailed analysis of product performance, Car Care Plan reacts to market and consumer needs to continually improve its products and enhance its product range.

Car Care Plan adopts a clear, honest and transparent approach towards business, constantly striving to improve its suite of products and to make processes more efficient for policyholders.

Car Care Plan's focus on its products is evidenced in the company retaining the

AM Dealer Recommended status in warranty again in 2019, a status they have held for more than five years consecutively.

**Enhancing the customer experience**  
However, Car Care Plan doesn't rest on the laurels of its 40 years of success within the industry. The company is always looking for new ways to improve the customer experience.

In recent years, Car Care Plan has rolled out mobile claims apps, designed to help policyholders benefit from a convenient, straightforward and efficient way to claim through their smartphone. To further enhance this experience, Car Care Plan has subsequently rolled out its customer portal, giving policyholders the means to self-manage their account from a central point. These initiatives give customers more autonomy, control and visibility of their policy, ensuring the experience mirrors the high standards set by Car Care Plan's clients.



Want to learn more about what Car Care Plan can do for your business? Visit [www.carcareplan.com](http://www.carcareplan.com) or call 0344 573 8000



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