



## 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 ultimately referrals and recommendations are given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our 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 this year are finance, GAP insurance, warranty, paint protection, service plans, data analysis, digital marketing, warranty and auctions and remarketing.

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

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# AM DEALER RECOMMENDED



# Car Care Plan's in-house expertise

**Car Care Plan is AM's Dealer Recommended warranty provider for the fifth consecutive year. We look at what sits behind their award-winning success**

For 40 years Car Care Plan has been the market leader in providing warranty and asset protection products to car retailers and manufacturers. The company's wide range of in-house capabilities and experience offers clients of all shapes and sizes a highly effective and efficient end-to-end solution for F&I products.

This approach has seen Car Care Plan develop relationships with 25 major manufacturers globally and over 1,000 car retailers in the UK. These relationships are managed by a team of more than 360 people based in 26 countries worldwide. Through these relationships Car Care Plan protects 1.1 million motorists every year.

The industry knowledge and experience possessed by Car Care Plan is second to none and this in-house expertise has developed partnerships with many industry leaders, some of them in place for over 20 years.

## Developing your business

Boasting a team of around 75 people, Car Care Plan's employed Business Development team is strategically located throughout the UK to maximise coverage. Immersion in clients' businesses allows the team to understand their partners' objectives and the team garners a vast amount of industry experience to develop specific understanding of each individual client's

unique situation and challenges.

Car Care Plan's flexible approach to F&I programmes means they provide completely bespoke, on-brand programmes, including all communications, documentation and POS; they also offer a blanket brand that retailers can use where a corporate identity isn't appropriate.

These programmes are supported by tailored marketing initiatives, sophisticated management tools and extensive performance analysis, far beyond the industry standard. Electronic registrations and claims systems ensure that customers are 'on risk' immediately and that claims are settled efficiently.

To support programme success, Car Care Plan works closely with retailers to provide vital training, crucial to the success of any F&I product. The team, many of whom are former motor retailer sales or business managers, has a strong understanding of where F&I sits within a retailer's sales process. They understand the challenges faced by showroom teams and are well placed to demonstrate TCF-compliant ways to maximise sales penetration. Training incorporates a combination of product knowledge, compliant sales technique and sales process.

## Helping you to retain customers

With over 20 years' experience across the team, Car Care Plan's in-house marketing department offers a range of



Between them, Car Care Plan's expert teams hold a wealth of industry experience



Car Care Plan understands the challenges faced by showroom teams

brand extension benefits to all clients. Client branded campaigns allow the team to utilise a range of distribution channels to help partners establish long-lasting customer relationships, boost retention rates and create additional sales opportunities. These campaigns are flexible and easily adapted to fit any business's customer journey plans. Combined with fully responsive bespoke e-commerce platforms, as well as inbound and outbound telephony services, Car Care Plan provides a slick, on-brand and effective route to purchase that is simple for customers.

## Running the operation smoothly

Car Care Plan's operational department comprises a team of 130. The unique factor that sets them apart is the in-depth knowledge they hold about the industry, products and retailer operations. Most of the team has been a customer of Car Care Plan at some point, having spent time working in retailers and workshops, allowing them to understand the pressures retailers face from customers and management.

Low staff turnover means a vast amount of knowledge and experience is retained within the business; average length of service is well over 10 years.

The agents are all experienced mechanics and adapt their style based on whether they are having a technical discussion with a repairer at a motor retailer or are speaking in layman's terms with a customer. The team also provides a flexible and efficient solution to suit the requirements of any claim – where a visual inspection is required, the Assessor Team negotiates and authorises on site, while an in-house Auditing Team helps repairers to improve their claims process.

## Helping you understand compliance

Car Care Plan's compliance team has over 30 years' experience within financial services, covering the insurance, consumer credit and banking sectors. Supported by a considerable sales background, the team blends a practical understanding of commercial realities with knowledge of regulatory requirements, creating workable, easy to understand solutions to suit the ever changing regulatory landscape.

Car Care Plan's compliance team has worked tirelessly with their sales colleagues to ensure they are the most trained and knowledgeable in the market, supported by initiatives like the 'Compliance Matters' newsletter – a communication designed specifically with motor retailers in mind, helping them stay up to date with the latest regulatory changes. Commercially astute, the compliance team takes a proactive approach to problem solving, working with retailers to deliver commercially viable and compliant products and systems, allowing retailers to remain consumer focused. Significant product improvements over the last five years evidence this, constantly monitoring product performance, including rejection rates, complaints, cancellations and claims.

## Offering an efficient approach to underwriting

An in-house underwriting division allows Car Care Plan to develop efficient and lasting relationships with clients, fundamentally



**"We're honoured that many of the world's most successful automotive brands trust our team to act on their behalf every day"**

**Ben Russell, group sales director, Car Care Plan**

built on the understanding of their changing needs and the changing needs of customers. This provides an open, transparent and successful approach to business, evident through client relationships going back more than 20 years.

Most of the underwriting team boasts over 10 years' experience. The scale generated provides a strong financial base, allowing them to consistently honour commitments and deliver on promises.

Their flexibility and innovation is based on a willingness and desire to listen to client needs and to deliver solutions that are fit for purpose. This promotes constant product evolution and innovation to ensure customer products are offered at the correct time and place.

## Want to learn more?

To see how Car Care Plan can benefit your business, visit them at [www.carcareplan.co.uk](http://www.carcareplan.co.uk) or call 0344 573 7500. To keep up to date with the latest industry news visit Car Care Plan's blog page or visit their LinkedIn page.



**"The key to success is understanding both retailers and their end customers' needs to ensure profitable partnerships and the highest level of customer satisfaction"**

**Paul Newton, CEO, Car Care Plan**







Good warranties make the world go round. And your customers come back for more. In the past 12 months, Car Care Plan has paid out over 250,000 claims – no fuss, no delay. Small wonder we help more dealers to make more profits than anyone else.

**Find out how easy it is to switch to us.**

**Call 0344 573 7591 or visit [carcareplan.co.uk](http://carcareplan.co.uk)**



**Car Care Plan**  
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