



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 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, paint protection, service plans, warranty and auctions & remarketing.

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

AM DEALER RECOMMENDED >>>>

Increasing dealer revenue for 40 years

Car Care Plan has led the UK warranty industry for four decades and continues to invest in both its products and its people

Car Care Plan is the UK's leading provider of warranty, asset protection, cosmetic repair insurance, alloy wheel repair insurance, tyre insurance, roadside assistance and MOT test programmes.

Backed by 40 years of industry experience, the company holds relationships with more than 20 major manufacturers, along with more than 3,000 independent and group car retailers. Through these relationships, Car Care Plan offers an array of award-winning products, which result in more than 1,000,000 policies being administered by the company every year.

With a team of more than 400 employees, Car Care Plan is active across 26 territories via offices based in

the UK, Russia, Turkey and further afield in China and Brazil.

For the sixth consecutive year, it has been voted 'Dealer Recommended' for Warranty, which is a testament to the quality of the products and services they offer. So, what are the reasons behind Car Care Plan's continued success?

The history

Car Care Plan was one of the original pioneers of UK vehicle warranty when it was founded in 1976. Now in its 40th year of business, the company has garnered a tremendous amount of knowledge and experience, which forms the foundation upon which its success is built. Car Care Plan has enjoyed fantastic growth over the 40 years, adapting efficiently and effectively to a changing regulatory environment and also enduring the recession of the late 2000s.

The people

Complementing the company's vast experience in the marketplace is the hub of all its knowledge; a team of more than 400 employees based across 26 countries and operating from five offices worldwide.

There is a vast array of in-house knowledge, with each team member being a specialist in their own discipline. Car Care Plan adopts a straightforward and hassle-free philosophy towards business, which is reflected in each one of its employees.

Business development

Boasting around 75 fully employed specialists – the majority of whom have come from either a dealer or manufacturer background – Car Care Plan's business development team is strategically located throughout the UK to maximise coverage. Their total immersion in their clients' individual businesses allows the team to develop an in-depth understanding of each client's unique requirements and challenges.

Underwriting

The in-house underwriting division allows Car Care Plan to develop efficient and long-lasting relationships, which are fundamentally built on an understanding of the changing needs of customers. This provides an open, transparent and successful approach to business, made evident through client relationships going back more than two decades.

Marketing

With more than 20 years of experience across the team, Car Care Plan's in-house marketing department offers a range of branded platforms and services to all their clients. Individually branded direct marketing campaigns allow clients to speak to the customer across a range of distribution channels, with the end goal of establishing long-lasting relationships, boosting retention rates and creating additional sales opportunities.

Compliance

Car Care Plan's compliance team has more than 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 a keen understanding of regulatory requirements to create comprehensible, functioning solutions to suit an ever-changing regulatory landscape.

Customer service & claims handling

Car Care Plan's operational department is an in-house team of about 130 people. The unique factor that sets this team apart is the in-depth knowledge they hold about the industry, products and dealership operations.

Tremendously low staff turnover means a vast amount of this knowledge is retained within the business; the average length of service is considerably more than 10 years. Most members of the team have been customers of Car Care Plan themselves at some point, having spent time working in dealerships and workshops. This allows them to understand the pressures that retailers can face from both customers and management.

The various skills and disciplines within the Car Care Plan team allow the company to offer its clients a complete



end-to-end solution towards vehicle warranty and asset protection.

The products & services

Underpinning the business development team's vast knowledge and experience is a range of award-winning products and support services. A product range including warranty, asset protection, cosmetic repair insurance, tyre insurance, alloy wheel repair insurance, roadside assistance and MOT cover allows Car Care Plan to boost its clients' revenue streams and increase customer retention.

Car Care Plan's extensive product range is complemented by its tried and tested dealer development programmes. Tapping into the BDM team's industry expertise and understanding of their individual clients allows Car Care Plan to deliver a bespoke development programme that is completely tailored to the client's specific requirements.

What could Car Care Plan do for you?

All of the above means Car Care Plan is able to bring a full-service, end-to-end warranty and ancillary products solution to your business from under one roof. The company has the scalability, structure and capability to work with dealers and manufacturers of all shapes and sizes.

Car Care Plan can provide you with a strategic development plan that goes hand-in-hand with the long-term vision of your business – increasing revenue streams, boosting customer retention and developing an all-round excellent customer experience.

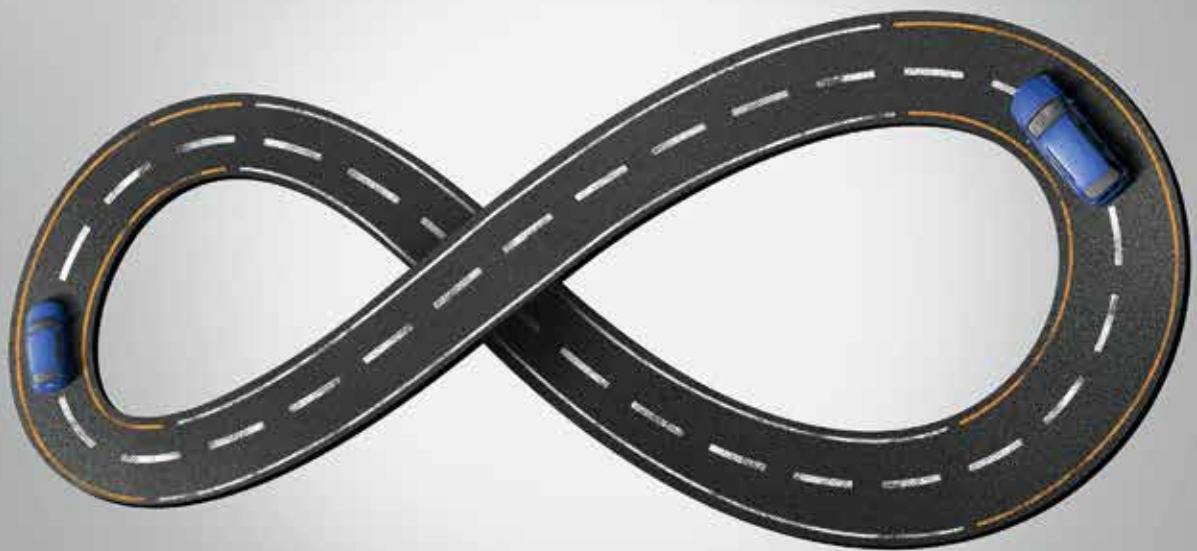
“Car Care Plan is able to bring a full-service, end-to-end warranty and ancillary products solution to your business from under one roof”



Car Care Plan
An AmTrust Financial Company

To see how Car Care Plan could benefit your business, visit www.carcareplan.co.uk or call 0344 573 8000 to speak to a member of the team

WORKING TOGETHER IN PERFECT HARMONY



AS A LEADING PROVIDER OF WARRANTY, ASSET PROTECTION AND ADD-ON PRODUCTS IN THE AUTOMOTIVE MARKET, WE'VE BEEN DRIVING BUSINESS GROWTH FOR DEALERSHIPS AND MANUFACTURERS SINCE 1976. TO FIND OUT HOW A PARTNERSHIP WITH CAR CARE PLAN COULD DRIVE YOUR BUSINESS TO NEW HEIGHTS, VISIT US AT CARCAREPLAN.COM

www.carcareplan.com

The UK's leading supplier of award winning Warranty and Asset Protection programmes.
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