



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 service plans sector saw EMaC recommended by AM readers.

AM DEALER RECOMMENDED 

Just offering service plans is not enough



A predicted fall in new car registrations in 2017 means dealers should embrace technology now to boost sales and productivity

Thank you to the many dealers who have once again voted for EMaC as the AM Dealer Recommended Service Plan provider for 2017. We appreciate your support. To gain this recognition for the past six years means a lot to our team and to their efforts to help every dealer and the customers entrusted to our care – thank you.

Ready for the challenge ahead?

The word 'unprecedented' has been used a good deal in the media and probably across the entire automotive supply network over the past six months. Brexit, and its impact on exchange rates, the stock market and consumer confidence, has indeed been unprecedented. Subsequently, other global developments have contributed further to the level of uncertainty.

In the UK car sales market, the SMMT is forecasting a fall of 5% in new car registrations – the challenge is certainly

evident, but we are ready and willing to help.

'Control the controllable'

Few people, whether as business people or consumers, like uncertainty. In the last recession and the credit crunch that preceded it, we saw how service plans could help address uncertainty.

Dealers with a solid service plan base maintained and often grew their aftersales activity and their customers embraced the inflation-proof price certainty that is inherent to an EMaC service plan.

In an uncertain market, service plans can help dealers because it is the dealer who is in control; of the pricing, promotion and promotion. Increase service plan penetration and you will enhance control of one key part of your business. Naturally, our 'top tip' is to encourage every dealer to redouble their focus on service plan penetration, which is the best metric for assessing

service plan success for both new and used car and LCV sales. Best to start that now, because the SMMT is forecasting a further fall in registrations in 2018.

Benchmark your performance

60% on new car sales and 35% on used car sales represents a good performance from the top quartile of dealers we work with today. New excludes fleet, but don't forget that a service plan could prove very useful to SME businesses; after all, they still need their vehicles serviced somewhere.

New EMaC tools to drive up service plan sales in 2017

At EMaC, our product and service development programme has gained a whole new level of momentum and our next innovation, AutoQuote, is in final beta-testing before being released in Q1 2017. After that, a series of developments will be announced to add new levels of flexibility to the EMaC offer.



EMaC's 'baker's dozen' tips to excel in customer service with service plans

Service plans are arguably one of the most natural point-of-sale products available, intrinsically linked to a customer's vehicle and, for dealer-led plans, to their dealer.

- 1 An inflation-proof, interest-free route to routine servicing makes correct servicing more affordable. The Bank of England expects inflation to hit 2.7% next year, up from the current rate of 1%.
- 2 Offering a service plan to every new and used car and LCV buyer should form a natural part of every customer's buying experience.
- 3 The vehicle handover is commonly the best time to introduce service plans as part of a long-term customer relationship approach.
- 4 Offering a service plan should not be seen as a sales pitch. It is

about providing an easy way for the customer's essential maintenance to be budgeted.

- 5 Always explain what is included in the service plan, its features and benefits. Training is essential.
- 6 Avoid 'over-stacking' a plan with too many extra services – this can risk early cancellations.
- 7 Service plans from EMaC can be transferred to another car if the customer chooses to change vehicle.
- 8 A service plan's value is not earned until a service is taken, so always ensure there is expert help available on the phone/digitally to minimise cancellations and manage questions. This is part of the EMaC total support package.
- 9 Dealers can tailor the plans with EMaC to offer additional benefits to make a buying decision

even easier, such as additional discounts.

- 10 Correct servicing supports safety, reliability, economy and resale values – these have a value.
- 11 Today, we see an increasing move to usage, not ownership courtesy of PCP finance; a service plan is perfectly positioned to support this convenience-led approach.
- 12 Do not overlook the SME opportunity – their vehicles need servicing as well and a service plan can help their cash flow.
- 13 When a customer books their service, or at the service desk, always ask if they have a service plan. If they don't, offer one there and then to support their future servicing needs. Better still, call us about our new AutoQuote technology.

Boost sales and productivity with AutoQuote from EMaC

This is the all-new smart solution to ensure that customers who do not already have a service plan in place can get a quote ahead of their next service. We know that service advisers are often too busy to do this, so at EMaC we have automated the process.

AutoQuote is the all-new technology that lives up to its name by providing a fully automated service plan quote direct to a customer's inbox ahead of their visit. The customer can 'self-serve' and buy their plan online. Alternatively, the quotations are forwarded straight to the dealer service desk, enabling the adviser to hand the customer a tailored quotation on their arrival – a rather timely 'welcome pack'.

All the technology happens quietly

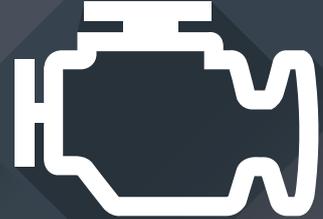
"Service plans are all about enhancing the customer's lifetime journey experience. Making ownership easier and more affordable is a clear route to long-term retention"

Neil Hodson, EMaC

and efficiently behind the scenes, with EMaC smart technology generating the quotations based upon agreed parameters set by each dealer or group.



Dealer benefits of an EMaC Service Plan with award-winning expertise



EMaC

THE SERVICE PLAN THAT REALLY WORKS

- ✓ Long-term customer retention
- ✓ Maximisation of customer lifetime value
- ✓ Guaranteed future revenue
- ✓ Increased upsell & sales opportunities
- ✓ Available at the point of sale or post sale
- ✓ Easy for customers to buy
- ✓ Available on all new and used cars
- ✓ Realtime reporting
- ✓ Fully supported from experts that understand the market

It's time to talk! Call us now on 01270 507466 for an informal chat without any obligation - and let us show you just what EMaC can do for your business.



EMaC Limited

EMaC House | Crewe Business Park | Crewe | CW1 6GU | Tel: 01270 507466 | Fax: 0330 0996828

Email: support@emac.ltd.uk | Web: www.emac.ltd.uk

EMaC: Driving your customers back to you