



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 GAP insurance sector saw MAPFRE ABRAXAS recommended by AM readers.

AM DEALER RECOMMENDED >>>>

MAPFRE ABRAXAS rewarded twice in a row

MAPFRE ABRAXAS's hard work on technology and processes to sell GAP compliantly are paying off with increased business for dealers



MAPFRE ABRAXAS is thrilled to be voted 'AM Dealer Recommended 2017' for GAP insurance. Jair Marrugo, managing director of MAPFRE ABRAXAS, said: "We are delighted to once again be voted for this prestigious award by the readers of AM. 2016 has been a challenging year, but we always strive to offer innovative products, services and support to our partners. It's pleasing that our efforts have been well rewarded with this award."

"All departments in the business have played their part in our success, working hand-in-hand with our partners and allowing us to win the award for 2017."

The FCA's new GAP rules – 14 months on

Overall, dealers have adapted their sales processes and successfully embedded the new GAP rules into their business models over the past 14 months.

We invested heavily in Point-of-Sale Plus, our clear and simple system solution to support the sale of GAP insurance in line with the new rules. The focus was to ensure dealers could issue the required information; only completing GAP sales after the deferred period and to provide a robust compliance lead audit trail. Ultimately, we provided dealers with a 'best practice' tool, allowing them to keep selling GAP in a compliant way.

Matt Hooper, IT development manager, said: "Our hard work and consultations with partners have led us to develop and deliver a unique system solution. It was certainly a demanding project, but we were driven by a strong desire to support our partners during this challenging time within the industry."

"We were one of the few (maybe only) GAP providers to provide our clients with an integrated solution to ensure compliance, profitability and to drive performance. Our Point-of-Sale Plus solution has now ensured that once the prescribed information is supplied, the 'clock starts ticking' and the system automatically time- and date-stamps each part of the process."

Since September 2015, Point-of-Sale Plus has been implemented by more



The MAPFRE ABRAXAS team (L-R): Stuart Cranley, head of client support; Alvaro Guitart, deputy regional director UK & Ireland; Jair Marrugo, regional director UK & Ireland; Nick Franklin, head of partnership & distribution; Richard Saunders, head of corporate partnerships

than 20 clients and is used in 928 sites across the UK. A year down the line, our statistics have shown that dealers who have implemented our new system within their sales process are performing well and demonstrating an increase in GAP sales.

This is complemented by our consultancy-based dealer performance improvement programmes, which are built on six dealership success factors: training, management commitment, systems, reward, people and compliance.

David Teatum, group business manager for Stoneacre Motor Group, said: "MAPFRE has addressed all

our concerns and supplied system solutions to us regarding the FCA GAP regulation.

"From training our staff, to speed of response, working with us in adapting our system and internal processes, and holding regular reviews to monitor our processes, they have truly demonstrated an A to Z solution in response to our business needs. We have worked hand-in-hand across all our departments to ensure we could keep delivering GAP sales in a compliant way."

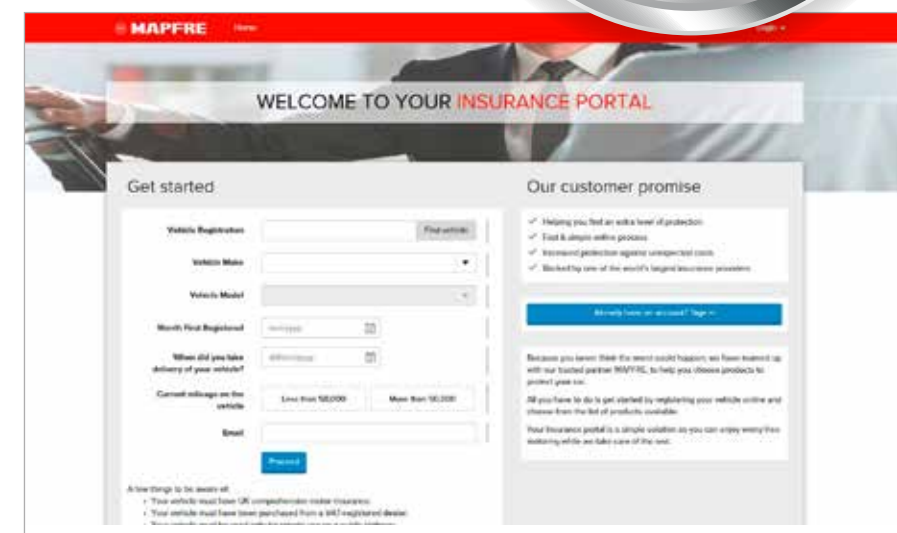
He continued: "Implementing MAPFRE's systems has given us the opportunity to offer GAP to 100% of our eligible customers and to be confident

everyone has had the chance to consider the product while avoiding the possibility of a non-compliant sale."

How a multi-channel approach improved customer retention

We believe face-to-face interactions between dealers and customers remain key. Not only to identify customers' insurance needs, but also to raise awareness of the options available.

On the other hand, dealers need to keep up with changing consumer habits and adapt their business models accordingly. Our new mobile responsive sales platform, Click & Buy, is an additional channel to



"The online channel is a route to market which has not yet been fully exploited by all"

Nick Franklin, MAPFRE ABRAXAS

complement point-of-sale opportunities.

Commenting on Click & Buy, Nick Franklin, head of new business, partnership and distribution, said: "The online channel is a route to market which has not yet been fully exploited by all."

"This type of platform should not replace the point-of-sale revenue – it is an additional tool to increase the touch points with the end customer and reach 100% of your customer database. Online has become the natural place for consumers to make purchases."

Leon Vincent, chief information officer, added: "The expertise we have internally has allowed us to develop a unique solution in the market. We have put a lot of work into developing a back-end solution allowing dealers

to access intelligent management information (MI), reporting to analyse competitor data, and customer profiles. Customers' habits are changing, so it was essential to also make the portal fully mobile-responsive."

There is still an over-reliance on point-of-sale to introduce insurance products to the customer. Click & Buy is a real differentiator, mirroring changing customer buying habits and allowing dealers to target 100% of their customer database. Looking at the bigger picture, Click & Buy ensures that the focus is not on short-term gains, but on realising the full benefits of insurance as a way to build trust and improve customer retention.

Richard Saunders, head of corporate partnerships, said: "We always put innovation at the heart of our business and Click & Buy is a good example of the multi-channel approach we are trying to deliver for our partners. Cutting-edge platforms and systems, such as Point-of-Sale Plus and Click & Buy, allow us to offer integrated and multi-channel solutions, remaining one step ahead of our competitors."



THANK YOU

We just wanted to say a big thank you to everyone for making us **"Dealer Recommended for GAP Insurance"** for the second year running.

We couldn't have done it without you.

 **MAPFRE | ABRAXAS**
Your life. Our world



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