



# EMaC. Your retention partner

When it comes to delivering retention solutions, there's more to the new-look EMaC than just market-leading service plans, says Managing Director *John O'Donnell*



Managing Director John O'Donnell

EMaC has been trusted by AM100 groups, independent retailers and car manufacturers to make a difference to their consumer offerings since 2004.

We work with more than 500 dealer groups and 16 OEMs, many of whom have partnered with us for 10-plus years. We drive an aggregated £250m of revenue into the UK dealer network annually through our range of added value retention solutions.

As we approach our 20th anniversary, with a fresh new corporate look, continual innovation and product evolution remain central to our strategic vision.

This year we were awarded AM's Dealer Recommended supplier status, a proud accolade we have held for 13 consecutive years, recognising our market-leading service plans.

Working closely with our partners

enables us to deliver the tools needed to secure consistent sales and aftersales income and drive customer retention for retailers.

#### Evolving product portfolio

Although it's the acknowledged leader in the introduction and roll-out of service plans over the past two decades, with a live book of 1.8 million consumers, EMaC has evolved in recent years.

We have expanded our product portfolio to address the wider sales and aftersales requirements of dealers, helping them create positive customer experiences that lead to increased retention and greater revenue.

The first step was the 2019 debut of our Maintenance Plans, these included extended warranty cover, cosmetic repairs, tyres and alloy wheels. Available for a fixed price

or subscription and offered individually or as a package.

The appetite for them has been strong, with the number of plans sold growing by more than 270% in the last full year, delivering peace of mind to customers and boosting aftersales retention and profitability for dealers.

Furthermore, with the cost of living hitting household budgets we have seen maintenance plan subscriptions rise significantly, putting them on course to overtake one-off fixed term payments for the first time.

Our flagship Subscription Warranty product combines all the benefits of an extended warranty, service plan and breakdown assistance in one package, payable as a monthly subscription. We are able to offer a comprehensive pay-as-you-go option which resonates with consumers and delivers up-front commission for our dealer partners.

#### Our approach to positive outcomes

Although not regulated by the Financial Conduct Authority (FCA), because we are a provider of service and maintenance contracts, we set ourselves an obligation to meet all of its Consumer Duty and Treating Customers Fairly requirements.

Indeed, we exceed many of them.

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To demonstrate this we chose to become accredited by the Motor Ombudsman, under its vehicle warranty code, even though we were not obliged to.

By doing this we recognise the confidence we have in our products and services and welcome the opportunity to work with the Motor Ombudsman should dispute resolutions ever be needed.

We believe it is important to be part of that process both for our partners and their customers.

EMaC. Automotive retention solutions all taken care of.



#### EMaC Evolve: Driving customer retention and increasing revenue

EMaC delivers flexible retention solutions to our dealer and OEM partners that help drive increased customer loyalty and greater profitability. Our ongoing investment in the latest technology enables us to provide the tools needed to secure consistent sales and aftersales income for retailers – continual innovation and product evolution are central to our strategic vision.

Our online EMaC Evolve platform enables retailers and consumers to tailor their service and maintenance plans in a live application. It is completely flexible and configurable with bespoke pricing options, tailored quotation documents and seamless invoice claims process, everything can be adapted to suit each individual business's needs.

Helping dealers to drive wider aftersales opportunities, EMaC Evolve is simple, quick and adaptable, allowing the bespoke scheduling of add-on products, such as warranty, servicing, MOTs, cosmetics, tyres and alloy wheels.

This flexibility truly enables consumers to benefit from the cover they care about and pay for it in a far more modern "pay-as-you-go" method.



#### EMaC's new look

EMaC enters 2024 with a fresh new look and feel, reflecting the evolving nature of the business.

Recent years have seen us expand to embrace a full suite of retention products, adding a comprehensive range of maintenance and repair plans to sit alongside our long-established service plan offerings. We also have a credit facility – drive now, pay later.

A key goal of this brand refresh was for EMaC's expanded retention solutions to be better represented and understood in the wider warranty market.

The new branding is modern and bright and allows us to articulate our products and services to our growing audience in a clear and concise manner.

While the familiar EMaC logo stays the same, we have a new strapline – Your retention partner – which encapsulates our view of the valuable role we fulfil for all customers.

We've also set ourselves a new mission statement: To deliver flexible solutions to ambitious automotive partners which drive growth and strengthen customer loyalty through product innovation, human expertise and intuitive technology.

The refreshed look and feel represents a new era for the EMaC brand, as we continue to diversify and grow.