



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 thousands of 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 for 2019 are GAP insurance, auctions and remarketing, warranty, service plans, finance, and paint protection.

The service plans sector saw EMaC recommended by AM readers.

AM DEALER RECOMMENDED >>>>

Service plan innovation: Building loyalty to boost revenue

In these rapidly changing times, the value of building strong consumer relationships to boost loyalty must not be underestimated. Finding ways to create positive ongoing partnerships with consumers is vital to future prosperity and must be the priority. Improved consumer loyalty and increased revenue will follow.

Success is a partnership

EMaC works closely with dealer groups to build bespoke service plan solutions using the latest technology and automation, supported with expert training and engagement programmes.

Programmes are built in partnership, to meet the specific requirements of each business. For example, EMaC and Evans Halshaw worked together to make service plans integral to Evans Halshaw's ongoing consumer dialogue. Engaging the

expertise of the EMaC outbound sales team to continue the consumer relationship well beyond the initial vehicle sale, Evans Halshaw increased revenue and continues to build consumer loyalty and retention for the longer term.

James Godley, aftersales director of Evans Halshaw, explained: "Our partnership with EMaC has allowed us to better serve our customers. Using the outbound sales team at EMaC alongside our own contact centre team, we have been able to maximise the benefits service plans offer our customers, which has boosted customer retention and loyalty."

Motorline also partnered with EMaC to increase service plan sales. The continued evolution of EMaC technology, combined with its expert training and the full engagement from Motorline employees, sees service plans now sit at the centre of its consumer retention strategy. As a result,

Motorline service plan sales doubled within four years. Thomas Obee, group chief executive at Motorline, said: "EMaC has always remained committed to continually enhancing its service plan sales and administration process. This has enabled our employees to easily maximise opportunities from initial sale right through to implementing service plans."

"With excellence at the core of our customer ethos, EMaC is central to the continued growth and success at Motorline, allowing us to further enhance the customer experience."

Eden Motor Group's partnership with EMaC is playing a key role in the growth of Eden's revenue – service plan sales have increased by 60% in just two years. Working closely with EMaC and placing an emphasis on technology-driven solutions, Eden is aiming for a further projected year-on-year sales growth of 25% by the end of 2018.

Mark Clifton, group general manager for Eden Motor Group, said: "EMaC is a proactive partner and treats each of our dealerships as individual entities – there's no one-size-fits-all mentality. Working in collaboration, we are supported in the launch of consumer offers, driving colleague engagement through training, and the delivery of valuable management and performance review information."

Working in partnership with dealerships and service providers allows EMaC to deliver tailored solutions that meet the needs of each individual business. EMaC continually invests in innovation, supporting the continued success of the EMaC service offering and driving wider aftersales opportunities in order to increase revenue for dealers.



Easing the credit burden for your consumers

A recent EMaC survey revealed a worrying picture – 29% of consumers without service plans pay for car servicing and repairs with credit cards or loans.

The good news is that 62% would take advantage of an interest-free credit option if their dealer offered such a solution. These respondents confirmed that this would not only help them reduce the financial burden of unexpected vehicle maintenance, but would also make them feel more positively towards their dealer.

This is where EMaC can now offer even greater added value. In partnership with EMaC, dealers can now offer their consumers the ability to use Klarna's consumer finance in store to pay for repairs and vehicle accessories, interest-free, as part of the new 'Drive Now, Pay Later' facility.

John O'Donnell, managing director for EMaC, said: "The launch of Drive Now, Pay Later, a flexible interest-free monthly instalment plan, comes as EMaC commits to delivering a wider suite of services to dealers and their consumers."

"Our survey reveals a real opportunity for dealers to boost their consumer offering, enhancing loyalty and growing aftersales revenue throughout the ownership cycle. Building on our position as the leading provider of service plans and expanding our portfolio of value-adds, we are perfectly

"EMaC is central to the continued growth and success at Motorline"

Thomas Obee, Motorline

placed to provide dealers with tailor-made consumer retention solutions."

Flexible access to service plans 24/7

In the summer of 2018, EMaC launched Self-Serve, a new platform which allows consumers to purchase service plans 24 hours a day via the dealer or manufacturer website of their choice. With consumers showing an increased appetite for making purchases online, this easy-to-use facility is making the purchase of a service plan extremely accessible and convenient.

The Self-Serve facility is embedded into a dealership's existing website with no need for extra "pop-up" windows, making it easy to integrate within the consumer's online purchase path. Dealers and manufacturers can also control the look and feel of the landing page, with support from EMaC offering best-practice advice on how to keep consumers engaged.

With the launch of the Self-Serve facility, EMaC is making service plans even more accessible to dealers and their consumers. Crucially, the light-touch IT resource requirement means that Self-Serve fits seamlessly into an existing dealer website, making implementation both inexpensive and easy.

In addition, EMaC manages everything post-sale, with no extra administration costs for the dealer or manufacturer. Self-Serve perfectly complements a motor retailer's existing service plan sales channels, offering consumers and dealers optimal flexibility and choice, increasing consumer retention, aftersales revenue and upsell opportunities.

Celebrating change

As part of the Innovation Group, EMaC has been going through many positive changes. To reflect these developments, it launched a new cohesive brand and logo that brings together the once separate businesses, combining company values and culture.

But focusing on delivering a consumer-centric approach to its day-to-day operations remains at the core of its ambitions. EMaC's increasing capabilities and success in harnessing technology, as well as its ability to build key partnerships, has culminated in an extremely exciting new identity for the business, supporting it as it continues to diversify and grow.

Call our friendly team now on 0330 099 6826 to see what EMaC can do for your business

EMaC.

EMaC.

**Service Plans.
Training.
Technology.**

All taken care of.

EMaC work in close partnership with dealerships and vehicle manufacturers to strengthen aftersales relationships with their customers, creating positive experiences that lead to increased loyalty and greater revenue.

We call this 'Ownercare'.

We use reliable, highly evolved platforms to integrate our systems with our clients'. We

We are much more than just a supplier – We are an Aftersales Partner. That's why we've been winning awards since 2012.

offer customer service that is second-to-none and we take responsibility so that our clients can focus on their

strengths, knowing that their customers are in great hands.

By calling on this experience; highly effective IT platforms; the global expertise of our parent company Innovation Group; and the contribution

of high quality people who understand both our clients and vehicle owners' needs, we are able to provide:

- **An outstanding customer experience**
- **Comprehensive in-showroom staff training**
- **Increased revenue through customer loyalty**
- **Continuing unrivalled levels of support**
- **Peace of mind to know that customers are 'all taken care of'**

We are much more than a supplier – We are an Aftersales Partner. That's why we have been winning awards since 2012.

**Call us now on 0330 099 6826
for an informal chat or
to arrange a meeting.**

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