

## CHOOSE YOUR SUPPLIER SPOTLIGHT

# A clear path through uncertainty

**E**MaC is broadening its offering to car retailers to include a wider range of products and training provision to deliver improved aftersales retention and guaranteed profitability in the longer term.

Under the leadership of managing director John O'Donnell, the long-standing service plan provider of choice for a variety of AM100 car retail groups and OEMs – including BMW, Citroen, Kia, Jaguar, Land Rover, Lexus, Mazda, Mitsubishi, Peugeot, Toyota and Vauxhall – is now broadening its remit.

And after a first full year of engagement with its new 'Drive Now, Pay Later' aftersales funding option for consumers and its inaugural Aftersales Academy for dealership staff, retailers are starting to see the benefits.

"The mission statement that we laid down to customers and potential customers is that we now offer

solutions that can genuinely affect change for a business in what are challenging times," said O'Donnell.

"At the moment there are some pretty doom-laden headlines in the UK and they involve things that business can't realistically do a good deal about.

"You can't twist consumers' arms to get them to buy a diesel car, you can't make them feel better about Brexit, but increasingly car retailers are realising that you can promote service plans and make them aware of 'Drive Now, Pay Later' to help make it easier for them to maintain their car in a cost-effective way that drives retention and long-term incremental growth for the business.

"We have the products, the systems and the support network to help them realise that goal in very tough times."

O'Donnell said that EMaC's turnover growth is currently flat as reduced new vehicle sales volumes impact the business, but as market



leader with 1.7 million live service plans, he said that maintaining levels of service and support for retailers is the key priority in the current climate, as well as broadening its appeal as an "aftersales partner of choice".

EMaC estimates that it created over a quarter of a billion pounds worth of

potential revenue for its dealer partners in 2018 alone.

Dealer group financial directors are often the most keen to explore the possibilities of greater service plan penetration, according to O'Donnell.

He said: "They really see the value of the yield after 12 or 18 months and the reliable source of revenue it represents. It's hard to put a value on the guarantee that a customer is going to walk back into the dealership at some point."

Retailers are increasingly starting to see the benefit of service plans in the used car market and EMaC's live products are now split 50/50 between new and used cars.

O'Donnell said that the desire of car retailers to achieve greater customer retention through used car service plans was there, and represented a huge growth opportunity, adding that

the challenge was to help train staff to get the process of presenting a product "baked-in to the sales process".

Earlier this year EMaC combined the functionality of its AutoQuote and Self-Serve software solutions, allowing motorists to find and buy a service plan online – reducing some of the burden of sales administration. The platform can be run through an OEM or retailer website.

Meanwhile, Drive Now, Pay Later was introduced in June last year; it's a product that helps retailers to sell additional service work when customers eventually return to the dealership for their pre-paid service work. It allows the cost of repairs to be split over three, six or 12 months on an interest-free basis.

O'Donnell said: "Drive Now, Pay Later is a really relevant product at the moment because an increasing number of consumers don't want to pay for a product up-front.

"The market's got a 50% loss rate when it comes to red work prospecting of customers. Being able to say that £400 job can be split with a £100 payment today and £300 spread over the next three months can be the difference between selling the work and the customer driving away and finding a cheaper alternative solution elsewhere."

Twelve months after Drive Now, Pay Later went live, Kia, Peugeot, Toyota and Vauxhall have all adopted the product, with over 700 retail sites now making use of it as an aftersales retention tool with a near-100% acceptance rate among customers, according to O'Donnell.

While O'Donnell claims that investment in EMaC's software has ensured that very little training is required to operate its systems – with most now available in consumer-facing form – a team of 14 field sales representatives remain on hand to advise retailers on their best use and sales technique.

And while EMaC continues to train retailers face-to-face and through e-learning modules on a regular basis, it has also launched its own Aftersales Academy in 2019 to further drive sales success.

On June 26 employees of Listers Group, RRG Group, Snobs Motor Group and TrustFord received awards as outstanding graduates of

### KEY CONTACTS



**John O'Donnell**  
Managing Director



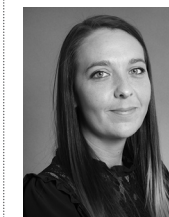
**Adrian Willard**  
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**Steve Jackson**  
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**Liam Finney**  
Head of Commercial Partners



**Laura Cartwright**  
Head of Operations

## Advertising feature

**WE NOW OFFER SOLUTIONS THAT CAN GENUINELY AFFECT CHANGE FOR A BUSINESS IN CHALLENGING TIMES**

**JOHN O'DONNELL**

this year's programme. The academy scheme delivers on-site workshops, webinars, incentives, hosted events and awards for star performers.

Its modules offer interactive group activities, discussions and self-directed learning to meet a range of learning styles to support an individual's personal development.

Learning and development manager Emma Sidley-Wiltshaw presented awards to six recipients during June's resulting awards event at the Veuve champagne bar at The Cube, Birmingham.

Sidley-Wiltshaw said that she had been "inspired" by the success of EMaC's first Aftersales Academy and was already looking forward to getting started with the next intake of candidates in January 2020.

She said: "For me, the feedback we've had has proved that there is a demand for this kind of training from the retail groups and it's been a pleasure to help deliver that.

"There was a real desire to inject some of the more soft-touch sales techniques that are applied in the car sales side of the dealership into aftersales and I think we've done that to the benefit of all of those involved."

O'Donnell said: "We launched the programme as part of a change of culture which we saw as moving us from the position of supplier to valued partner and the feedback and the testimonials received following the first intake of participants suggests that we've done a great job of that."

# EMaC.

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