

Video is a valuable selling aid, not a 'chore' to avoid

Danny Cooksey was working within the retail motor trade as a product genius with various brands including BMW, Vauxhall, Kia, Fiat and Ford where he gained experience using personalised video solutions.

During this time he encountered a number of shortcomings with the personalised video solutions that were both frustrating and not conducive to a productive sales process for either the customer, the sales person or the dealership.

Danny thought there had to be a better way and developed his own ideas for improvements that would enhance the customer experience as well as providing tangible benefits to the car dealership.

Having developed the ideas he approached his father Mark, who had also experienced other personalised video solutions and agreed with Danny's observations and ideas and Vehicles In Video was born.

The problems we solve

It was clear that the dealership, sales person and the customer would benefit greatly from a quicker, smoother and smarter video delivery and engagement process:

- Customer engagement and retention during the sales process is absolutely key and Danny saw numerous lost sales opportunities due to a slow enquiry-to-engagement process that actually alienated the customer as opposed to enhancing their experience. The promise of a video to the customer was often delayed or not sent at all and this 'over-promise and under-deliver' scenario was commonplace.

- Presentation of the vehicle and the salesperson is vital to gaining good first impressions and the video solutions being used often created impenetrable barriers to achieving this.

- Research conducted by Danny showed that an inordinate amount of time was being wasted by sales teams in the video production process with an average time between the customer enquiry and video delivery being in excess of five hours!

- There was no capability to engage with customers outside of normal business opening hours.

- A high degree of reticence to use the video solution by the sales teams was a constant issue with many people being uncomfortable in its operation and viewing it as a chore

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FEEDBACK FROM OUR EARLY ADOPTER CUSTOMERS IS HIGHLY ENCOURAGING WITH REPORTS OF INCREASED UNIT SALES AS A DIRECT RESULT OF USING OUR SOLUTION BEING PARTICULARLY IMPRESSIVE AND TESTAMENT TO THE WHOLE CONCEPT OF OUR APPLICATION

that had been mandated as opposed to regarding it as a valuable sales aid. This only serves to dent team morale, the effectiveness of the video solution and the return on investment for the dealership.

- Damage to premises or vehicle stock was an ever-present risk as the vehicles were often required to be moved within the confines of a busy and tightly packed forecourt, presenting the dealership with increased vehicle preparation costs and another reason why sales teams were nervous using the video solution.

Developing the solution

Leading software and application developers who understood and owned the project brief were identified to develop VIV's solution. Our engagement and partnership with them has resulted in an innovative and unique personal video solution that:

- Engages with customers in minutes rather than hours so their first impressions lead to enhanced retention in the sales process.

- Dramatically increases the effectiveness of the salesperson's time so they are available for more prospecting, customer engagement, test drives and other productive tasks that lead to more unit sales.

- Improves the quality of video production.

- Provides 24/7/365 and remote video delivery capability.

- Encourages rather than deters sales and service teams to use the solution.

- Boosts team confidence and morale.

- Eliminates the risk of asset damage.


- Allows video delivery by a third party which is unique and an

essential tool for when a salesperson is unavailable to take a customer enquiry.

The road so far

Stephen Parkes joined us as Chief Operating Officer and we launched the application in Q3 of 2020. Our developers are working on the next revision which will be available in the coming weeks and will bring an even greater level of innovation and applications.

Keith Moyes joined to lead the sales and customer engagement effort and feedback from our early adopter customers is highly encouraging with reports of increased unit sales as a direct result of using our solution being particularly impressive and testament to the whole concept of our application.

CHANGING THE CAR INDUSTRY ONE VIDEO AT A TIME

Available on the App Store



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