

RESULTS

OUR BRAND NEW EVENT MANAGEMENT SYSTEM:

- This is unique to MotorVise!
- Monitors customer communication and enquiries
- Provides a calendar to manage appointments for all sales reps
- Logs inbound call handling and outbound processing
- Tracks attendance and sales
- Provides performance statistics for each site

1 SITE: FRIDAY 12TH - MONDAY 15TH NOVEMBER SOUTHAMPTON

- **7.9%** of people sent a mailer booked an appointment
- **90.4%** of appointments were attended
- **75%** of appointments resulted in a sale

“The new event management system and prospecting portal made everything run smoothly! Booking appointments was much easier and appointment attendance rates were at an all-time high. An event has never been so stress-free to run.”

-Ali Lankester, Digital Response Centre Manager, Richmond MG



Increased customer enquiries



Increased appointments



Increased sales

MOTORVISE SALES EVENT SERVICE INCLUDES:

- Event organisation, mailing and postage
- Dark showroom dressing
- Event management support - 2 days training
- Post event results and GDPR opt-outs



“The event has really evolved, and thanks to the new event management system, it delivers a much bigger return on investment. We doubled our sales from the same data numbers used in previous events!”

-Nick Fuller, Group Sales Operations Manager, Richmond MG