



# MOTORDAT

A case study with Richmond Motor Group July 2020

Richmond Motor Group is a multi-site, multi-franchise dealer group, covering an area from South West London to Portsmouth and Southampton, and employing over 550 people.

Michael Nobes, Managing Director has overseen the growth and expansion of Richmond from their small Portsmouth showroom to today's multi-site, AM 100 dealer group.



The initial consultation with Richmond Motor Group identified several issues to be resolved:

- Multiple independent software programs supporting their DMS with associated high costs of usage.
- Multiple rekeying of customer information during the sales process.
- Time spent on administrative tasks directly impacting sales volumes and PPU.
- Management time spent manually inputting data into multiple spreadsheets for reporting purposes.
- Systems largely producing paper based documentation.

## THE SOLUTION



Motordat is redefining automotive software by uniting the functionality of multiple systems in one. It integrates with Dealer Management Systems and is modular, allowing you to choose and pay for just the functions you need.

The system incorporates a range of features including:

- Deal stacking & offer sheets system
- Showroom diary management
- Automated finance proposals
- Fully integrated paperless deal files
- Online card payment and receipts
- Stock management systems

All the apps within Motordat communicate, so there's no switching between systems and no re-keying of information. By reducing the number of separate systems you buy, the more time you'll save and the greater the financial savings you'll make.



## THE RESULTS

Richmond trialled the Motordat software in October 2019, and has since installed it in each of their 14 sites, replacing many other systems in the process. Once the system was installed, it allowed Richmond Motor Group to remove many of their other, separate systems, resulting in huge cost savings per site. It has replaced:

- Auto Process
- Mailchimp
- OTDB
- Rapid RTC
- Setmore
- Ideal file
- CAP HPI
- Reef
- Online card payment system

Significant cost savings were also made on paper and printing as the system is entirely paperless. All of the deal paperwork is now held on the system so there is no printing, signing physical documents, scanning, or postage costs which also allows entirely contactless customer transactions.

### STREAMLINED PROCESSES



Motordat has very much streamlined all of our processes and freed up a lot of staff time. There is **no more paperwork, handover diaries, order forms or re-keying**, and there is accountability all the way, who has done what, and when? Which for auditing purposes is excellent, and that also helps massively with GDPR.

### INCREASED PRODUCTIVITY



Efficiency and productivity are crucial to the success of our dealerships. Managing staff time and reducing their workload is priority for us. **Less paperwork means more time actually selling**. With Motordat everything is all in one place, reporting and customer information, with **nearly zero re-keying**.

### HUGE COST SAVINGS



Truthfully, it has replaced so many systems that I can't remember the full list! In total we are **saving around £500-£600 per site, per month** across 12 sites. That is a **saving of £72,000 - £86,400 per year** across the group as a minimum. Honestly, we couldn't be happier with the software, it's going to knock Reef out of the water! It's saved us huge amounts of money across the group and given our staff more time to sell.