

One of the country's longest established motor dealerships, in 1925 Sherwoods expanded their already established business to include the Vauxhall brand. In 2018, following the sale of Vauxhall Motors by GM to the PSA group, Sherwoods decided to sell their Vauxhall businesses.

In 2019 Sherwoods acquired new sites in Durham (Peugeot) and Gateshead (Peugeot, Citroen and Suzuki) along with a used car, bodyshop and workshop business in Washington, employing 160 members of staff, selling more than 2,500 new and used cars every year.



## The Sherwoods Used Car Challenge

Sherwoods needed to improve the performance of their used car business but faced issues with an inefficient and time consuming vehicle preparation process which involved being on site every day to physically 'find' stock. The lack of communication between departments 'hid' problems areas and made managing the situation very difficult. All this meant it was impossible to say with confidence how long it was taking to get cars on sale across all the franchises, or understand exactly where the issues were. The solution from MotorVise was the Vehicle Progressor which was installed 14 months ago.

## The Solution - MotorVise Vehicle Progressor



The Vehicle Progressor software is designed to increase dealership used car profitability through improving the efficiency of the used car preparation process. Linked to your DMS it tracks cars through the process from auction / trade-in to sale.



Live reporting makes identifying process bottleneck easy and helps dealership management take relevant action to improve efficiency and speed.

This ultimately results in a department which sells more cars and reduces costs, driving profitability.

## We talked to Andy Drinkel, Group General Sales Manager



### What were you hoping the VP system would do for Sherwoods?

You can only manage what you can measure and the VP system seemed to offer us the ability to really see what was happening in the business with used car preparation. This would help us focus on fixing the areas that would have the biggest impact on our used car business.

### Did it give you the information you were looking for?

Yes, the system shows how long it's taking vehicles to get through each stage from arrival on site to getting them onto the internet. It identified that on some sites vehicle prep time was taking 20+ days, and I was genuinely shocked by that. The dashboard gives me an accurate overview of where all the vehicles are from both a group and site level, highlighting where the process blockages are. This is something I couldn't readily see without the system. The daily reports have been invaluable as they help me to be proactive and manage issues before they become a real problem.

### Have you changed your processes now you have the VP system in place?

We haven't made changes to the process as such, it's just allowed me to manage the process more effectively. For example, through the Vehicle Progressor I identified a need for additional resource in valeting and smart repair to remove a major blockage and speed up the prepping process. The additional cost for this is far outweighed by the time and costs saved by getting the car on sale much more quickly.

### How easy has it been to adapt to using the system?

The system is very easy to use and understand. Having this information makes people more accountable, myself included, and as such they have a vested interest in using it properly. It also makes the team's lives easier. We are saving so much time from having to physically go on site to find the cars or talking to multiple people across all departments to get information, as this is all now automated and available at the click of a button. As such we are more productive and less stressed because the whole process is running more efficiently.

### What impact has VP had on your business?

The prep time has reduced dramatically across all franchises with some sites taking just 3 days to get vehicles on sale. Obviously this has had a major impact on stock turn and it's helped us achieve an improvement at group level from 47 days to sale in October 2019 to 32 days to sale in October this year, which I'm really happy with, particularly given the year we've had.

### Would you recommend the VP software?

Yes, 100%.

