



L&L Automotive – Autonomy and Automations



Background:

L&L Automotive is an independent Mercedes Benz and SMART Dealership with three branches in the Hertfordshire area. Key offerings include Used and New Car sales, Servicing, Fleet cars and Financing.

Requirement:

L&L Automotive approached Big Group Insight to build a new website which would improve their customer experience, increase visibility of Used cars, provide the client with greater flexibility and help them track business leads.

Solution:

Big Group Insight built a bespoke website for L&L Automotive which, through giving them access to their own CMS, would allow them to update content themselves and make them nimbler in executing campaigns. Stage two saw Big Group Insight work with the client to ensure the site would link with tools such as their pre-existing CRM and third-party sites such as Auto Trader. The Fleet side of the business' CRM has already been moved to BGI Partner, Salesforce.

Results:

Year-on-year leads have increased by 119% with leads through the new website now regularly generating >60% of all leads on a monthly basis.

The Next Steps:

Having moved L&L Automotive's Fleet database across to Salesforce, Big Group Insight is now working with the client to move their entire CRM system across to the platform. This will give L&L Automotive even greater ability to organise, track and manage all of their customer information, activities and conversations. This will, in turn, improve business relationships and retention rates, helping their sales and marketing teams to target consumers better and, crucially, driving sales growth.

“We are extremely pleased with the delivery of this project. The concept from start to finish was well executed and implemented. Our Salesforce integration and implementation went smoothly for everyone concerned. We are delighted with the results and we will be working together to further improve our business retention rates and drive sales growth.

Mark Whitworth
Group Marketing Manager