

Case study: Ambrosetti



Introduction

Motorclean's flexible service is the key to a successful partnership with Ambrosetti, the largest refurbishment centre in Kent.

Ambrosetti's needs

Ambrosetti is an award-winning fleet refurbishment and new vehicle preparation centre, operating from two locations in Kent. Customers include Ford Direct, AA driving school, Sixt, United, Avis, Enterprise and Motability.

Its principal activities are the processing for sale of large volumes customer owned and lease-end vehicles. Its other activities are crash repair work (including maintaining a pool of loan vehicles), volume registration & preparation of new vehicles and finally, new vehicle conversion work.

Every year Ambrosetti processes over 30,000 vehicles, each requiring different combinations or standards of valet dependent on the customer's requirements. Work ranges from a pre-inspection wash to a full valet.

The centres can experience notable fluctuations in activity throughout the year. Most customers have an online ordering system, causing demands on the centres to change on a daily basis.

Ambrosetti required a valeting partner who could react immediately to such increases in demand.

The Motorclean partnership

With 24 hours' notice, Motorclean can change working hours and staffing levels to meet demand, thanks to its large national pool of valeters. Staff numbers can soar by 60% and working hours can be extended to 14 hours per day. Weekends can also be worked.

“One day is always different to the next, which makes flexibility so important. With Motorclean as a partner, we have peace of mind that no matter how busy we get, we will maintain our reputation for consistency and quality.”

Duncan Preston, production director at Ambrosetti



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