

Case study: Marshall Motor Group



Introduction

Motorclean's quality-driven and innovative approach underpins its long-standing relationship with Marshall Motor Group, one of the largest such privately-owned companies in Europe.

Marshall's needs

Motorclean has been working with Marshall for an impressive 10 years, taking on contracts to work with most of the group's 46 dealerships in East Anglia, East Midlands and Hertfordshire. The dealerships encompass 17 motor manufacturer franchises, from Citroen to Volvo.

Marshall's day-to-day focus is on selling cars, workshop hours and car rentals. It was therefore a straightforward decision to outsource the valeting of the 25,000 vehicles which are sold by the group every year to a specialist.

With a national presence, Motorclean met Marshall's needs for a reliable and flexible partner to prepare cars for sale, outside and in. It's professional team could handle a large volume of vehicles and adapt to any peaks and troughs in demand.

Innovations

Thanks to a close working relationship (one feature of which is satisfaction and comment reports every two weeks), Motorclean also identified that Marshall could benefit from two of its new services.

The **Motorclean Management System (MMS)** is Motorclean's proprietary electronic solution which helps dealerships improve the way cars are processed for valeting. MMS is installed on terminals on the floor, with a straightforward Web-based interface in the office. Workflow can

be analysed and jobs scheduled by date and time by administrators.

Valeters simply check the schedule at a touch-screen terminal and report their progress. All the while an accurate record is kept for each vehicle, to enable precise reporting and paperless billing over a link to Motorclean.

MMS has been installed at Marshall in Peterborough and thanks to its success, in particular at avoiding the duplication of valeting jobs, it has been rolled out to Marshall's Cambridge location.



MMS in the office and in the valeting bays



A second innovation, **Car Care Plus**, extends Motorclean's professional valets to service customers. It's a valuable additional offering and generates an extra revenue stream (for some groups it generates up to £60,000 in extra income per year).

Car Care Plus was trialled at Marshall's dealership in Cambridge, where it doubled in popularity between Q1 2007 and Q1 2008. It has now been rolled out to dealerships in Peterborough, Kings Lynn and Bury St Edmunds, where the service is offered as 'Spruce and Shine'. If the above are as successful as Cambridge, up to 10,000 such valets will be conducted per year in total.

The future

Marshall will be rolling out Car Care Plus across the Group in 2008.



“Motorclean has not only proven adept at meeting our basic needs, it has also shown a real insight into our business. I look forward to collaborating with it on the opportunities it continues to identify at Marshall.”

Ian Mitchell, Senior Regional Director at Marshall Motor Group

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