

Case study: Hodgson Automotive



Introduction

Motorclean's personal touch and proactivity are the foundations of a successful partnership with Hodgson Automotive, the exclusive Audi dealership group for Essex and East London.

Hodgson's needs

Preparation is everything for Hodgson, which has built an award-winning £170m turnover business through organic growth and acquisition.

The dealership group has two focuses: the sale of new and used cars and the servicing of its customers' vehicles. Used cars are processed through its Preparation Centre, before delivery to individual dealerships.

In total c. 1,200 vehicles requiring valeting pass through its six dealerships including a group-fleet focused operation every month.

Hodgson required a valeting partner able to service all of its locations to help maximise the sale potential of new and used cars and return serviced vehicles to customers in an optimal condition.

In 2003 it chose Motorclean for its ability to process high volumes and its high level of customer service, commensurate with Audi brand values such as quality and reliability.

An evolving relationship

A significant factor in Hodgson's selection as a Sunday Times 'Fast Track 100' company was the operational efficiency which impacted its bottom line.

Motorclean's close working relationship with Hodgson provided the insight which led to its recommendation that Hodgson should implement its free efficiency-enhancing Motorclean Management System (MMS), which Hodgson adopted in November 2007 at its Stansted branch.

MMS is the industry's most sophisticated attempt to overcome a key valeting-related challenge facing dealerships.

It automates the valeting process to make it entirely transparent, efficient and paperless for the first time.

Installed for free, dealership administrators assign, prioritise and track valeting jobs over an easy-to-use interface. Relayed down to touchscreen terminals for valeters in the cleaning bays, they simply check their schedules, take ownership of jobs and report their progress.

Training and troubleshooting are also provided for free by Motorclean.

All the while an accurate record is kept for each vehicle which enables precise reporting and paperless billing over a link to Motorclean. Hodgson estimates that the system saves it £10-15,000 per year in costs associated with the duplication of jobs and by eliminating other tasks.





The future

MMS is currently installed at the Stansted Preparation Centre and dealership operation and will possibly be rolled out to further branches of Hodgson Automotive.

“Motorclean is very good at its core job, and more besides: It has opened our eyes to the potential uses of 21st century technology in our industry and will help us improve the way we do business. We couldn't ask for more in a corporate partner.” **Garry Dench, operations director at Hodgson Automotive**



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