

# Case study: Hodgson Automotive



## Introduction

Motorclean's flexibility and proactive thinking 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 commitment to customer service, commensurate with Audi brand values such as quality and reliability.

### SMART on-site

A significant factor in Hodgson's selection as a Sunday Times 'Fast Track 100' company was its adoption of on-site solutions which improved its bottom line.

Motorclean's close working relationship with Hodgson provided the insight which led to its

recommendation that Hodgson should implement its SMART Repair service.

SMART Repair is a comprehensive on-site solution which repairs the kind of minor defects which reduce the value of a vehicle in the eyes of a potential buyer.

Carrying out the service at Hodgson's location reduces the amount of time the car spends out of the showroom or off the road, saving the dealership money.

Occasionally, Hodgson extends the use of SMART Repair to customer vehicles and therefore presents an extension of the dealerships comprehensive customer services.

### The future

SMART Repair is currently being used at one of Hodgson's six dealerships. The aim is to roll the service out further in the near future.

