

FullCover Case Study

One of the UK's fastest growing dealer groups has strengthened its partnership with Cooper Solutions.

Vertu Motors plc is reaping the benefits of investing in Cooper Solutions' online fleet management system **FullCover**.

The group, which has grown its UK dealerships to more than 100 since working with Cooper Solutions in 2010, is using **FullCover** across all its locations and has implemented it at new sites as the company has expanded.



Solution

FullCover helps efficiently handle courtesy car loans and demonstration bookings and also includes a day rate insurance option which can lower the amount a dealership pays for its motor trade policy.

Gavin Drakes, Honda Divisional Aftersales Director, said:

"We wanted a system which was intuitive and that would give us full visibility of how many days hire each of our vehicles have been used for and maximise any profit opportunities available to us.

"We've worked very closely with Cooper Solutions and FullCover has made a massive difference to our performance."

FullCover was rolled out into Farnell Land Rover and Farnell Jaguar when Divisional Aftersales Director Mathew Timmons moved divisions within the Vertu Motors Group.



Outcome

Mathew added:

"From knowing the benefits of the system, the ease of its use and the quality of service we've had in the past, I had no hesitation asking Cooper Solutions to work with us at Farnell Land Rover and Farnell Jaguar too.

"Cooper Solutions works extremely closely with us to help us find any areas of improvement we can make."

Dean Pipitone from Cooper Solutions said the company has built a strong partnership with Vertu.

"We're delighted to have supported the growth at Vertu, sharing best practice across the Honda, Land Rover and Jaguar divisions of the group," he said.

"Our account managers work alongside the aftersales teams to share best practice across the group and we're pleased FullCover has had a positive impact on performance and supported Vertu's impressive expansion."