

Case Study

John Clark Motor Group

A Business Intelligence Solution for Automotive Retail



The Challenge

John Clark Motor Group (JCMG) was using three different systems to log vehicle product & Insurance sales: Enquiry Max, Dealerweb, and Pinnacle. Each system had its own reporting issues, and there was no unified report across the three systems. This inconsistency led to significant internal efforts to gather and analyse data, causing reports to become quickly outdated and diverting valuable time from achieving desired outcomes.

Sales controllers had to manually enter data, leading to errors and double keying. Mid-month accurate data was only available from Pinnacle, not from the other showroom systems.

John Clark Motor Group were already a customer of RWA Automotive, but this was treated as a separate project internally as it involved development of a new report within RWA Automotive's solutions.

The Results

Understanding JCMG's Key Needs

The implementation of an automated report transformed the company's approach to data analysis and decision-making. Key features of the solution included:

- **Automated Reporting:** Weekly & End-of-month reporting was automated, freeing up the F&I team from manual data collation and enabling them to be more efficient.
- **Consistent Data Analysis:** The new system provided one version of the truth, ensuring that all team members had access to the same up-to-date information.
- **Divisional Comparisons:** The ability to compare performance across divisions helped teams understand how they were performing relative to their peers.
- **Mid-Month Data Accuracy:** Accurate mid-month data was made available through the new system, enabling more informed decision-making.
- **Non-Insured Maintenance Plan Growth:** JCMG have seen an increase of 36% in non-insured maintenance plans since using these new reports.
- **£1.2m margin & 7% increase in IPRU:** JCMG have best-in-class procedures and management processes throughout their business. Their hard work-ethic and experience, coupled with getting the right data at the right time, has delivered impressive financial results.

Customer Profile

John Clark Motor Group (JCMG) was first started over 50 years ago by the current Chairman, John Clark OBE, with a single used sports car dealership. From these humble beginnings, its now grown to a group that today has 38 dealerships in Scotland with an annual turnover of more than £1b & 1,300 staff.

Key Metrics



36%

Growth in non-insured maintenance plans since new report was launched.



7%

Increase in IPRU YOY



£1.2M

Annualised Increase in Margin YOY

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- **Improved Decision-Making:** Key business decisions were made more effectively with data readily available at the fingertips of business heads.
- **Enhanced Consistency:** The replacement of enquiry sites with DealerWeb ensured consistency in data collection and reporting.
- **Employee Engagement:** The new system provided a great tool for employees to see their performance and seek improvements.

Our Approach

Understanding JCMG's Key Needs

The F&I team required a new dashboard to better visualize and manage their reports. The goal was to create a flexible and informative dashboard that would meet their specific needs and improve their workflow.

We worked closely with the F&I team, Stevie and Mikey, to understand their requirements, including the type of information they needed to see, and the flexibility required in the reports. The journey began in August, with regular communication. The team dedicated at least one hour per week to these discussions, ensuring continuous improvement and support.

The new F&I dashboard was successfully piloted, with ongoing support and configuration adjustments made based on feedback from the team. This iterative approach allowed for thorough validation and refinement, resulting in a robust and effective reporting tool.

The collaboration between RWA and JCMG, along with the dedicated and skilled efforts of the F&I team, led to the successful implementation of a new dashboard that met their needs and improved their reporting capabilities. The project highlights the importance of continuous communication, validation, and support in achieving successful outcomes.



RWA Automotive have been fantastic in taking the time to understand our reporting requirements, building a bespoke report and testing it thoroughly before launching throughout the group.

The report allows us to recognise any opportunities in real time rather than at month end. It's driving a definite improvement in our performance. It's concise, relevant and impactful – thanks RWA for a job very well done!



Niral Patel

Group Commercial Director
JCMG



Working with Stevie and Mikey on this project has been one of my favourite pieces of work to date! The collaboration between my team and theirs flowed effortlessly and delivered a solution that is not only easing their manual woes, but also increasing revenue for their business. I am delighted to now roll this solution out as part of our overall IgniteSales product to help our other customers achieve similar results.



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