

Case Study



Sector: Financial Services
Product: CANDDi Core
CANDDi Cookie
CANDDI Questions

MotoNovo Finance is a highly respected and long-established motor finance company that has been helping customers buy their new or used car or van from thousands of dealers for over 40 years. As well as finance options, each and every MotoNovo Finance customer enjoys a range of benefits including discounts from many Supermarkets and High Street stores.

The Challenge

MotoNovo has always been highly rated for its customer service. The company was keen to ensure that it maintained this reputation as customer interactions increasingly moved online. This required an analytics system that could give the company the same or greater level of insight than it gathered from telephone interactions.

Selecting CANDDi

CANDDi was initially introduced to MotoNovo through a shared contact in the automotive industry, who recognised the value CANDDi could bring to the company. The initial need was to selectively survey Visitors to the site to better understand what they were looking for.

"Our website traffic is split between car dealers and consumers. Within each group there are people who either have a relationship with us or are seeking one. With standard analytics it's hard to distinguish between these groups, and further to divine their intentions, needs and challenges. CANDDi presented us with the opportunity to overcome this limitation and give us much better data about our online interactions – data we could use to improve our service to customers and dealers alike," said Marc Rees-Price, CRM Manager, MotoNovo Finance.

CANDDi proposed a combination of CANDDi Core and CANDDi Questions, plus CANDDi Cookie for regulatory compliance.

The Solution

CANDDi rolled out its Core Prospect Analytics package to the key MotoNovo sites, including MotoNovo's dealer and customer-facing websites plus its MyCarLocator used car site that enables searching of the dealer stock across MotoNovo's partner network.

CANDDi Questions and CANDDi Cookie were tailored with custom-designed dialogues to match the MotoNovo branding. Custom widgets were used to present some of the key data from the site, such as a Visitor's viewed cars from the MyCarLocator site.

Four simple questions were asked on rotation to all visitors to the customer-facing site, in order to establish a baseline of data for future comparison. These included questions about purchasing intentions, and feedback on the site, such as desired features.

The Result

CANDDi Questions provided instant value to the business. For example, telling the company that over a third of consumers on the site were looking to buy a car immediately. With this information the company can direct efforts to engage with specific Visitors and help them to source the right car and finance deal.

"Before CANDDi, reports on the success of the website would only go as far as how many people were looking at different things. Now we can divine people's intentions and more importantly, we can respond. CANDDi enables a customer service-focused company like MotoNovo Finance to much more easily replicate the levels of service from the offline world, online," said Rees-Price.

With a data baseline established MotoNovo Finance is looking at refining the questions it asks, responding more intelligently to Visitors based on their behaviour and identity. CANDDi Core enables the company to simply segment consumers from dealers, and within those groups to identify those who are already customers and those that aren't. Each of these groups can be presented with tailored questions and responses.

"Enabling our website to respond intelligently has advantages for both our company and our customers. By better understanding their needs, we can present our customers with options and products that are most suitable for them. We can connect prospective customers with our dealer partners to help them find the right car with the right finance deal. And we can maximise the return on our investments in online communications, marketing, and customer support," said Rees-Price.

Further Information

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