

Dealer success story.

RW Cars.

1983

Derbyshire

Team of 14

Ambitious growth plans were the catalyst for RW Cars undertaking a holistic review of its business strategy.

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Warranties were new to RW Cars, they weren't new to me. 00

Rob Burdis, Sales Manager

Identifying that a shift to premium car brands would accelerate its revenue potential, RW Cars developed a focused plan to unlock the opportunity. A suite of measures was subsequently introduced which included expansion from one financial provider to a panel of lenders, investment in the company's online trading presence, and the introduction of a warranty product.

In the short term, warranties would generate an additional income stream to support its shift to premium car brands. In the long term, RW Car recognised the role warranties would play in achieving its wider objectives.

Why Warrantywise?

Having worked in the used car industry for his whole career, Rob Burdis, Sales Manager, had extensive experience of the warranty market. Joining the dealership when the new strategy was being developed, Rob played a key role in selecting the company's first – and exclusive – warranty provider.

"While warranties were new to RW Cars, they weren't new to me. I knew exactly what we needed, and that was a company who would work with us to find solutions. I'd also experienced the frustrations of being held in a call centre queue trying to resolve repair queries and never getting to speak to the same person twice. We didn't need a faceless warranty provider. We needed a personal service from a partner we could trust."

Finding this exact criteria matched with Warrantywise's offering, RW Cars joined the WiseDealer network, and six years on... has never looked back.

"We have a key account manager who understands our business and our needs. If we ever have any queries on a repair, I know I can pick up the phone and speak to them directly. I also know they will work with me to find a solution, they never just say 'no'. This gives us peace of mind that our customers will be looked after, and when we are selling the initial warranty – that we can do so with absolute confidence."

Having shifted its car portfolio to premium brands

and boosted its online presence, RW Cars attracts customers from much further afield than its Derbyshire base. Access to local approved garages through Warrantywise is paying dividends in this regard: "Not only do Warrantywise pay out on genuine repairs, but the customer also doesn't have to travel all the way back to Derby for work to be carried out. Obviously, we thoroughly service and prepare our vehicles prior to sale, but sometimes things do go wrong. In these cases, knowing we can minimise the inconvenience to our customers is great from a service perspective – and invaluable for protecting our reputation."

The ease of doing business with Warrantywise is another benefit Rob raises: "It's so quick to register the warranties. It's all done through the WiseDealer portal which gives us complete autonomy. Ordering new point of sale

Business outcomes.

Introducing a robust warranty product that's delivered in true partnership has been a major contributing factor to RW Cars' growth. Its ambitious plans have converted into business results, with over half of customers now taking a warranty with every purchase.

The warranty offering was a pivotal part of the wider business strategy. Since implementing the changes and staying committed to its development roadmap, RW Cars has increased its monthly sales from 90 to approximately 170 cars per month.

8 years

Partnered with Warrantywise

3950

Warranties booked

92%

Satisfaction rating

3950

Warranties booked

