

# Autoclenz Case Study



## Autoclenz Helps Build Trust

Trust Group UK, West Midlands



Trust Group UK was formed in March 2006 and purchased three Volkswagen dealerships in the West Midlands from the existing owners, Reg Vardy PLC. With dealerships at Redditch, Stourbridge and Wolverhampton, the three sites represent the Volkswagen brand across three adjoining territories covering Birmingham, Solihull, Bromsgrove, Dudley and Stafford.

Trust Group UK's philosophy is one of delivering excellent customer care through close management of daily activities. All processes and controls within the business are centred around customers – Trust Group UK calls this a 'customer centric' approach which places customers at the core of everything it does.

In 2008, Autoclenz presented its Dealercare portfolio of services to Trust Group UK, which was primarily interested in the Autoclenz valeting services. Initially, Trust Group UK needed a supplier that could deliver high quality services to its Wolverhampton site. >

“Delivering excellent customer care through close management”

Trust Group UK's philosophy



# Autoclenz

> Trust Group UK was so impressed that Autoclenz was able to demonstrate its own customer first philosophy – especially the cost control and transparency of the PVMS – that Autoclenz was awarded the valet contracts at the Stourbridge and Redditch sites in March 2009. PVMS (Paperless Vehicle Management System) is an internet based real time computerised tracking and invoicing system which has cut down dramatically the amount of time Trust Group UK has to commit managing the contract. This means that Trust Group UK can concentrate on its core business of selling cars.



Autoclenz has now added to its Dealercare portfolio, with the launch of the SMART repair service at all three Trust Group UK locations, again linked by the PVMS system.

2010 sees Trust Group UK's Wolverhampton facility being redeveloped. Again, this is being done in partnership with Autoclenz which is investing in new valeting facilities on the site to ensure the ongoing, high level of vehicle preparation for Trust Group UK's customers.

Managing Director of Trust Group UK, Andrew Hockedy, said: "Autoclenz is now an integral part of Trust Group UK's business. Because we get such a professional service from Autoclenz, we are able to pass this peace of mind on to our customers. Having Autoclenz on site guarantees the highest standards of vehicle preparation, linked seamlessly with absolute cost control across core areas of our business." ©



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