

The **PINNACLE** of Success

After significant expansion over the last few years, **Pinnacle** has become the clear market leader in supporting prestige brands across the UK. Our portfolio currently includes over 50 dealerships and our growth has been achieved through regular reviews of our performance to ensure we continuously share the same values as our customers.



React-ing to any Eventuality

React is **Autoclenz's** specialist deep cleaning division which holds a number of contracts with the Highways Agency, Police and Rail Companies and has expanded its offering to be able to promote a range of services to **Autoclenz** dealership customers. Those services range from out of hours workshop cleaning and showroom floor stripping to jobs that few other contractors want to do.

John Crouch, Divisional Director for **React** said, "Although we do provide a range of services that are highly specialised because of the expertise contained within the business, we can turn our hand to almost any type of cleaning at almost any time of the day or night. We are very much a 'can do' organisation and our intention is to 'can do' for **Autoclenz** customers."

React's range of specialist services include:

- * **Office and workshop cleaning**
- * **Flood, fire and carpet damage**
- * **Graffiti removal**
- * **Sharps search, collection and disposal**
- * **Premises deep clean**



Our success in this marketplace has recently been underpinned by **Pinnacle** having renewed a 7 year relationship with a principal customer until 2010. The **Pinnacle** operation is unique in the way it is dedicated to supporting prestige brands which enables us to provide the following benefits to your business:

- * **Access to over 200 Pinnacle Technicians.**
- * **Familiarity with prestige brands through current business including manufacturer presentation standards.**
- * **Structured weekly management visits to monitor service levels.**
- * **A weekly customer care process to ensure consistent levels of quality driven by our own ISO9002 Quality System.**
- * **Option of a variable or fixed pricing structure.**

Along with valeting and Smart repairs further services that could be incorporated into your dealership operation by **Pinnacle** are Collection and Delivery, Valet Parking and Concierge.

Steve Jones, Divisional Manager for **Pinnacle** remarks, "This service is more than just about cleaning cars. We do that as a given. It's the level of backup and management support we provide and relationships we build with customers who put their trust in us to deliver. More recently, the development of our PVMS system has helped our customers control their costs better giving them further confidence in us providing a valuable service to them, showing us to be an integral part of their processes."



The AuTOclenz of Motor Industry Outsourcing

Founded in the 1960s, **Autoclenz** is one of the most respected and recognised names in the motor vehicle retail, franchised dealership, rental and distribution sectors. The strength of our reputation stems directly from the strength of our customer-focused structure and Management Team that brings a wealth of experience spanning decades of changes within the industry.

Each of our brands is dedicated to serving its own sector and is supported at regional level by its own local Management Team. Our people have extensive geographical and product knowledge, together with an understanding of local communities and their needs. This enables us to pinpoint those geographical areas where we can recruit, at local level, the right staff to ensure reliable and professional service delivery.

A Senior Manager heads all **Autoclenz** activities in the geographical areas in which we operate. They are primarily responsible for ensuring customer satisfaction, and directing and co-ordinating their Area Managers.



AC AUTOCLENZ
 Stanhope Road, Swadlincote, Derbyshire DE11 9BE
 Tel: 01283 550033 Fax: 01283 550298
 Web: www.autoclenz.co.uk
 Email: sales@autoclenz.co.uk



Included In This Issue:

- * **Movements**
Innovative collection and delivery services
- * **React**
Autoclenz's specialist deep cleaning division



'Winner of the Institute of Transport Management Award for Automotive Valeting Company of the Year for the 4th time running including 2009'

ACnews. Issue 1

The newsletter of Autoclenz, a division of Autoclenz Holdings Plc

Making the Most of Profit Opportunities

Autoclenz, the UK's largest outsourced car valeting and vehicle preparation specialists, has recently created a range of value added services that is helping dealerships to retain and improve profits as well as improving its customers' perception.



Under its Service Select brand, **Autoclenz** has developed a range of three different valet specifications that can be sold via the dealership's Service Department for their service customers. In conjunction with the dealership, **Autoclenz** has also created customer branded point of sale material that is placed in customer waiting areas as well as included in all new and used vehicle packs.

An example of the success this was having at some accounts was given by Martin Peters, Head of Sales for **Autoclenz** who comments, "We launched one new account recently in the South West and provided all the point of sale material. Within five working days the dealership had sold 16 full valets. The profit generated was sufficient for them to recoup the entire cost of a service washer for a whole week."

Grahame Rummy, **Autoclenz** Chief Executive said, "We recognised very early on that this was going to be a very difficult trading environment so we needed to find ways of helping our customers to make more money from their dealerships. As a service organisation, **Autoclenz** has a role to play in the smooth running of dealership operations. Adding value is a crucial way in which **Autoclenz** differentiates itself from other contract valeting companies. Within an industry where margins are under ever increasing pressure, offering a range of tailored services that can add profit to dealerships is something that we strive to achieve for each and every **Autoclenz** customer."

The Autoclenz Sales Team

Part of **Autoclenz's** success lies within its Sales Team. Securing business in 2008 with nearly 100 new accounts has been a tremendous achievement in the face of a difficult trading environment. **Autoclenz** listens to their customer requirements and tailors individual packages to match.

Martin Peters, **Autoclenz** Head of Sales enthuses, "We have a range of services within our business that no other contract valeting company can offer. From valeting to Smart repairs and **Movements to MicroSmart**, there is no company better placed to deliver a quality vehicle preparation service with added-value profit making opportunities."

From left to right, the **Autoclenz** sales team consists of:

- Rob Morgan, Business Development Manager (South East)** Tel. 07860 601779
- Peter Degg, National Group Sales Manager** Tel. 07860 680638
- Dean Elliott, Business Development Manager (South West)** Tel. 07831 330008
- Peter Rhodes, Business Development Manager (North)** Tel. 07860 911943
- Martin Peters, Head of Sales** Tel. 07710 831843
- Eamonn Murray, Business Development Manager (Midlands)** Tel. 07860 601896



Another example of the way in which **Autoclenz** is at the forefront on new technology is in its recent development of the Paperless Vehicle Management System (PVMS).
 PVMS was designed and created by **Autoclenz** to give customers a constant update of vehicles being repaired. The system is based on a localised network that allows customers to create work for **Autoclenz** operators at the touch of a button.
 The system was extensively trialled with selected customers for over 12 months and developed to satisfy the needs of the **Autoclenz** customer base. It is also compatible with our Smart repair division, **AC Smart** resulting in a customer being able to request a valet, application of a paint sealant and Smart repair on one system.
 In comparison with other similar products in the marketplace, **Autoclenz's** PVMS system is totally unique in that it is internet-based web with the correct username and password can log on and view. A current AfterSales Manager at a prestigious dealership in the South East explains, "Clarity of invoicing could not be simpler as we get to view the weekly invoices on the PVMS system prior to electronic authorisation by the relevant department manager."
 Commenting on the success of PVMS, Grahame Rummy, **Autoclenz** Chief Executive suggests, "Implementing this system at every account is a key part of our strategy. The reduction in paperwork and administration has been immense delivering savings we can pass on to customers in terms of better pricing."



Paperless, not Helpless!

MicroSmart is a Smart repair service that can be carried out on-site by trained **Autoclenz** operators encompassing the following types of repairs:
 * Paint Chip Repair
 * Quarter Bumper Scuff/
 * Hub Cap Repair
 * Painted Alloy Wheel Repair
 * Paint Repair
 * Flat & Polish of Panels
 * Vehicle Deodorisation
 Our operators are trained in all aspects of the above operations supported by our dedicated Smart repair division, **AC Smart**. Anyone requested to carry out Smart repairs goes through a rigorous training programme both on and off-site before they are authorised to work on any vehicles. All operators use manufacturer approved water-based paints.
 Jon Harding, Operations Manager, suggests, "Because our **MicroSmart** service is restricted to key Smart repair operations, our costs are reduced making our prices significantly less than other contract Smart repairs in the marketplace. Furthermore, dealerships that use **MicroSmart** alongside the valeting will benefit from a permanent presence of a competent Smart repairer on-site at all times - waiting for the mobile Smart repairer to turn up to carry out last minute repairs on sold vehicles becomes a thing of the past."



One way in which on-site vehicle preparation costs can be reduced is to combine the **Autoclenz** valeting function with **AC Smart's** unique **MicroSmart** service that will deliver significant savings should both operations be utilised at your site.

Smaller Smart Repair Bills net Bigger Profits with MicroSmart



A Smarter Way to Improve Dealership Performance

In today's fiercely competitive marketplace, dealerships need to explore any avenue for new sources of revenue, improve vehicle preparation costs and create additional profit streams. Smart repairs is an area in which costs can be significantly reduced without compromising your current quality standards. If you currently employ your own Smart repair based on-site, we can look at the possibility of transferring your Smart employees to us under TPE arrangements and charge you a variable cost so you only pay for work we carry out, thus removing an expensive fixed cost from your payroll. Selling Smart repairs to your service customers will create an additional profit stream and help improve customer satisfaction. If you are part of a group, you may use a multitude of different Smart repair contractors to carry out different types of operations. By using **AC Smart** as your Smart repair contractor, you can regain control of what is often a hidden expense by having all prices agreed up front and benefit from a managed Smart repair service across dealerships within your group. Utilising our PVMS system also means you have complete control over your Smart repair costs.
 Martin Ward Divisional Director comments, "All our technicians can carry out the complete range of Smart repairs meaning that just one person can do the alloy wheels, windcreens, bumper scuffs and interior repairs. If Volume dictates, we can even provide a permanent on-site presence complete with a temporary building from which to work if necessary."



Moving vehicles from one place to another and then back again is an important part of your business. It's expensive, time consuming and resource-hungry work. And some days, when there are too few cars or they're not ready for your customers on time, **Autoclenz** offers you a vehicle delivery and collection service solution that will make those nightmare days a thing of the past - **Movements by Autoclenz**.
 Here are 10 good reasons why introducing **Movements by Autoclenz** into your business will not only make your day better but will do the same for your balance sheet too...
 1. Reduced costs, increased profits
 2. Better customer service
 3. Fixed and transparent charges
 4. Improved productivity and business capacity
 5. Accurate and useful data analysis on **ACnet**
 6. High standards of Health & Safety
 7. Better damage reporting, lower accident costs
 8. Good for the environment
 9. Unrivalled reputation for reliability and commitment
 10. Flexible and multi-skilled workforce
 Don't just take our word for it. An AfterSales Manager for a large Mercedes Benz dealership in the South West commented: "Using **Movements by Autoclenz** to take control of our delivery and collections via our Service Department was without doubt a great decision, when the vehicle will be on site."
 Deryck Worrall, the Divisional Director responsible for providing the **Movements** service said, "It was a real leap of faith by **Autoclenz** to have an eye opener to me how quickly has been an eye opener to me how quickly we can move through traffic utilising the mini bikes and how they fit into gaps to be placed into a car boot."
 "The IT system that we purchased is totally unique and full of management information and this service also helps the environment because the bikes produce far less CO2 than two cars travelling to the same destination. **Movements by Autoclenz** has a major benefit for dealership customers by creating workshop efficiencies because you, the customer, know that you will be able to collect your car from your Smart repairer at the time you need it."