



Case study

Toomey Motor Group

Achieving an **extra 400** appointments,
leading **to 180 more conversions**

“ From day one, our customers have appreciated the personalised and transparent communication that CitNOW Group products provide. We’ve been able to strengthen relationships and develop trust and confidence in our business, aiding customer loyalty and retention. ”

Julian Ingrosso

Group Digital Manager at Toomey Motor Group

Personalised digital communications have been a fundamental part of Toomey Motor Group’s customer journey since 2015, when it first introduced CitNOW Sales and Workshop into its retail network. Today, staff at three sites across Essex and 15 franchise sites in the South East benefit from CitNOW’s latest personalised video technology and high-quality, AI-driven visual assets to help them build trust with customers and add value to the sales and aftersales experience.

CitNOW Group solutions implemented by Toomey across its dealership network have helped streamline numerous sales and aftersales processes, as well as increasing efficiency within dealerships while making the customer experience more seamless. Toomey has also enhanced its ability to communicate more effectively at every customer touchpoint, including vehicle handovers and service updates.

Since embracing a video-focused communication strategy, Toomey has seen improved engagement levels, increased customer satisfaction and higher conversion rates. In fact, after implementing a process in Q1 of 2024, requesting videos for all new digital enquiries that arrived via their website, they have collectively as a group achieved an extra 400 appointments, leading to 180 more conversions compared to the same period last year. Feedback from customers shows they now

feel more informed throughout the sales process and also have a better understanding of pricing details and service recommendations in the aftersales process.

Onsite training sessions are offered to all relevant Toomey retail and workshop staff by the CitNOW Group Academy team, ensuring they have the knowledge and insight to get the most from the solutions.

“We’ve worked with CitNOW Group to bridge the communication gap between our staff and customers and find new ways to improve efficiency,” commented Julian Ingrosso, Group Digital Manager at Toomey Motor Group.

“CitNOW Group training programmes and ongoing support ensure easy integration into our dealership operations, making them a trusted partner as we push for further growth in a digital age.”

CitNOW Sales and Workshop has enabled Toomey to make meaningful connections with a broader customer base. As the auto retail industry continues to evolve, CitNOW Group’s suite of products will play an ever-increasing role in enhancing Toomey’s dealership processes, helping it adapt to the changing needs of sales and aftersales customers.