

JCT600

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JCT600 Invests in Online Car Sales



Over the last 18 months, Yorkshire car retailer JCT600 has invested heavily in improving its online offering to customers. As well as recruiting an online marketing manager, the company has completely re-designed its website to make it easier and quicker for customers to use.

The newly launched website features a clearer design employing the latest technologies to make navigation as easy as possible for users. It includes a new car specification and pricing module; and an enhanced online service and MOT booking system with registration number recognition. Customers can also benefit from a 'live chat' feature which gives users the ability to 'talk' online with a dealership

representative in real time; and the site continues to offer special on-line deals on most approved used cars.

“With almost 40 per cent of our cars now sold online, compared with just 26 per cent two years ago, this is now an essential part of our interaction with customers,” explained John Tordoff, chief executive of JCT600. “There is no doubt that the technological revolution has completely changed shopping habits – most people now start their search for a new car by looking at dealer websites and automotive portals such as Autotrader.”

John added: “We already have more than 16,000 unique visitors per month to the JCT600 website and we expect the number to continue to rise. As we go into 2010, businesses have to keep up with the latest developments with the internet and social media if they are to communicate effectively with their customers.

“Over the last year or so, we have really focused on our online presence, from completely overhauling the website to developing a number of Facebook fan groups, a Twitter following and even a YouTube channel. The aim is to use all of these mediums to add value for customers by making them aware not only of JCT600’s news and offers, but also of job vacancies, manufacturers’ news, new car launches, competitions, car reviews, winter driving tips and so on.

“Despite its 60 year heritage, JCT600 is a forward-looking company which is embracing all of the latest social media tools to build long term relationships with its customers.”

The family owned JCT600 Group operates a total of 44 dealerships across Yorkshire and the North East selling 21 brands of new cars ranging from Vauxhall and Mazda to Porsche and Ferrari.

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Photography:

Shot 1: John Tordoff, chief executive of JCT600, and Charlotte Murray, online marketing manager of JCT600

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