

CUSTOMER CASE STUDY

Disruptive Used Car Sales Platform Accelerates Growth by Implementing SugarCRM with Help From Provident CRM

Tangelo Motor Company, a part of City West Country Ltd, which owns automotive organisations Mercedes-Benz South West, Carparison Leasing and Snap Car Hire, is a disruptive new online car sales platform specialising in used vehicles. It offers hand-picked cars, first-class customer service, and competitive pricing and finance options to consumers across the UK.

The business is transforming its brand and sales process to match the ever-changing ways customers choose to shop for their new cars and establish its position in the online used car market.

Tangelo

Industry ///

Automotive Retail

Location ///

Devon, UK

Website ///

www.tangelo.co.uk

Scaling From a Local Car Dealer to National Car Sales Platform

When the pandemic hit in 2020, car dealerships were forced to close their physical doors overnight. This was the beginning of a disruptive and fast-moving time for the automotive industry. Customers still required vehicles to get around but couldn't go to a dealership to see them, forcing them online. The semiconductor shortage was also severely impacting the supply of new cars, fueling demand for used cars.

One established local used car dealership in Exeter, Devon, moved quickly to react to customer demand. Rebranding itself as Tangelo in 2021, and with a new e-commerce website due to go live imminently, the company has quickly evolved itself into a nationwide car sales platform with customers spanning all corners of the UK.

During this incredible period of growth, Tangelo knew that its CRM and marketing systems needed updating to successfully implement its new brand and growth strategy without roadblocks.

Tangelo's sales team still relied on manually recording customer information and team activities. This was likely to hamper the business in the future, especially in the context of a revamped online platform.

Tangelo needed its sales and marketing systems to be linked and collaborative, with a single access point. It required a CRM system to serve as a single source of truth (SSOT), where everyone could find integrated, accurate, and updated data, in a unified business-wide system. Enter SugarCRM and its implementation partner, Provident CRM.

Looking for the Suitable Solution

After researching the market and watching demos for several different CRM platforms, Tangelo's management concluded that Sugar Sell and Sugar Market together met all its requirements, including the need for flexibility, collaboration, and customisation.

Provident CRM was recommended to Tangelo through Sugar's partner channel, handling the onboarding process and providing extensive training to their transaction managers and marketing team.

Tangelo's sales team also elected their own internal Sugar champion, who helped colleagues to develop their Sugar skills and build the CRM system around individual workflows.

Centralising Customer Data for a Better Experience

With automated data acquisition and company-wide access to information, the Tangelo sales team began using Sugar Sell to track the entire sales process, from lead enquiries through to opportunities and orders - all in one place.

Meanwhile, Sugar Market enables the marketing team to pull clear data and market effectively to individual customers for the first time.

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—LAUREN B-H.

Marketing Specialist, Tangelo
Motor Company

By integrating the two solutions, and linking sales results back to marketing campaigns, the company now benefits from better decision-making and far more efficient use of time and resources.

Not only has the new system saved the sales team time, but it has also enabled them to deliver a better customer experience, with all a customer's information and past conversations in one place.

Looking to the Future

Tangelo is now adding more elements to its Sugar solutions, including integrating data with major auto marketplaces and the website showroom. This will provide a clearer view of the lead enquiry process and quickly flag up when a prospect places a deposit against a car order, so that invoicing can also be unified with the CRM system.

Tangelo's marketing data was previously an untapped resource, so it's seen a real benefit in being able to pull that data and market to individual customers. Previously, once a customer had purchased a car they then fell through the cracks, but Tangelo can now build long lasting relationships through opt-in data. Since onboarding Sugar its database has grown by 22%.

Provident CRM is there to provide extensive and ongoing staff training and customisation that works at an industry and business level, to help Tangelo continue its growth trajectory.

With the revamped Tangelo site due to launch shortly, Provident CRM's expertise also supports the team in gaining insight into how customers interact with their campaigns, tracking results, and fine-tuning. In just a relatively short time, Sugar and Provident CRM have helped Tangelo put the customer in the front and centre of its business to grow from a successful local dealership to become a UK-wide car sales platform. The sky is now the limit as the partnership grows further.

The logo for Provident, featuring the word "PROVIDENT" in a white, sans-serif font. The letter "O" is replaced by a circular icon containing a stylized car wheel or gear.

SUGAR PARTNER

Provident CRM is an independent consultancy, and we work closely together with our clients to tailor Customer Relationship Management (CRM) systems, Marketing Automation (MA) integrations, and Business Process Management (BPM) to their specific needs. We are passionate about customer success, which drives our team of experts to deliver comprehensive training and continuous account management to maximise results and improve customer satisfaction.

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About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).