

## Case study

# Acorn Motor Group

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CitNOW Group  
partnership drives  
showroom success for  
Acorn Motor Group

 DealerwebShowroom

 CitNOW Imaging

 CitNOW Sales

 CitNOW Workshop



Acorn Motor Group is a successful and expanding Midlands-based car retailing business with showrooms across Staffordshire and Cheshire, representing Kia, Suzuki and MG. It also operates an approved service and MOT centre for Ford and an approved service centre for both Citroen and Mitsubishi.

The group won the highly coveted Kia Customer Experience Award in 2022 and has been acknowledged as a leading car retailing business by Auto Trader and CarGurus.

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### **How Acorn deploys Dealerweb Showroom**

Acorn has been using Dealerweb Showroom, the CRM and lead management hub from CitNOW Group, across the business for four years. The platform provides a powerful centralised service for reporting, marketing and analysis and is used by sales teams, management, heads of business and directors. It also integrates with other third party suppliers.

“Dealerweb Showroom operates as a centralised system across the group. This enables the management team to look at performance across the business at the click of a button and produce accurate sales forecasts,” said Amanda Buckley, Group CRM Manager.

“The live reporting functionality covers all areas of our business from new and used vehicle sales to aftersales, enabling us to accurately assess our performance in real time. That information is then used to provide daily, through to annual, reporting; allowing us to accurately monitor all areas of our sales performance.

“It also empowers us to set KPIs for the overall business and for our teams, which can then be monitored centrally to ensure we are always productive and achieving our goals,” she said.



## Enhancing the customer experience

The convenience of having a centralised management system also enhances Acorn's customer experience.

"Sales teams use the system to capture our customers' information on individual GDPR-compliant records. In addition to their contact details, these will typically include what brought them into the business, their personal preferences regarding vehicle choice and ownership history.

"This means we can ensure customer communications are positive, efficient and consistent," she said.

Additionally this customer information can be used to deliver targeted marketing for those who have opted-in to receive it.

## A winning partnership

For Acorn Motor Group, the key to the success of the platform is the collaborative partnership it has with CitNOW Group.

"Dealerweb Showroom is a fast moving platform. It is consistently evolving with new ideas and areas to improve the efficiency in information delivery and the ability to ensure we are always one step ahead in the evolving digital world.

"I cannot recommend enough the commitment of the Dealerweb Showroom team to ensuring the continued smooth running of our operations. I look

forward to developing the business with them in the future," said Buckley.

Thanks to the success of this project across the UK, CitNOW and BMW Group are now working together to pursue further integration opportunities internationally. That way, more and more BMW customers all over the world will be able to get the personal, intuitive, and speedy service that they expect from a premium brand.