

An FCA-Led Approach to Value-Added Products Delivers Success

Murat Halil, Group F&I Development Manager

A high integrity, compliant approach to value-added products is at the heart of the impressive results being delivered by Ancaster Group.

Ancaster's Group F&I Development Manager, Murat Halil, credits a highly considered business strategy and an obsessional approach to TCF as being at the heart of the Group's success, reflecting;

"We help customers to buy these products, through a rigorous approach centred upon providing customers with the time to consider their purchase, all of the information about the products' coverage and exclusions and a fair price. This process is highly controlled and all business, sales and transaction managers are highly trained on our approach and the products."

"However, I need to point out that ahead of the process, there are some cultural factors that direct our approach. Firstly, our long-standing family business values and customer care; there are plenty of competitors in our operational areas, so our reputation and CRM are uppermost. Secondly, absolute confidence in the products we offer and the claims experience our customers can expect. We work with AutoProtect and have total faith in their products and the care they take with our customers, especially when that 'moment of truth' claim happens."

"We aren't afraid to promote the product or take our time doing it properly. Ultimately, we are selling trust and in this instance, we trust our people, the products and the support we get from AutoProtect."



Embedding and sustaining a confident approach to value-added products is something that Murat sees as being about leadership and training. There is no place for an occasional 'sheep dip' training methodology.

Instead, Murat oversees a coaching culture that sees AutoProtect providing induction and ongoing training on the products and all associated processes and technology. Training is clearly a high priority to Murat who insists all of his suppliers provide training to each of the nine sites under his control and that they receive training at least once a quarter, in addition to any new starter support.

Ancaster also works with AutoProtect's dedicated compliance team i-Comply online to ensure its F&I approach is of the highest standard. Each brand receives a detailed internal audit every quarter with the FCA styled report providing scores and feedback that is reviewed by Ancaster's senior management team. Support extends to online testing and regular rigorous role plays. *"We can't put a price on protecting our reputation,"* points out Murat.

Technology is another area in which Murat sees value-added products developing. He is a big fan of the AutoProtect Claims App which has

helped to enhance both the speed of claims and the customer's experience. At the handover, managers help the customer to add the app to their Apple or Android smartphone. It provides a final piece of evidence about the service or services they have chosen and importantly, how to claim, should it be necessary.

Murat concludes; "As a business, we are confident in our approach to value-added products and no small part of that is our confidence in our relationship with AutoProtect; they are fair, considerate and accessible and along with the quality of their products, this matters."

