

JCT600 invests in online car sales

Today, 08:22

JCT600 has invested in online by appointing an online marketing manager and redesigning its website to make it easier for customers to use.

The newly launched website includes a new car specification and pricing module; an online booking 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 online only deals on most approved used cars.

John Tordoff, chief executive of JCT600, said: "With almost 40% of our cars now sold online, compared with just 26% two years ago, this is now an essential part of our interaction with customers."

"There is no doubt 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."

"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."

JCT600 has focussed on its online presence over the last year and has set up a Facebook fan group, Twitter page and Youtube channel.

He said: "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.