



Testimonial

Adamsons Crash Repair Centre



introduction

There are many factors to be taken into account when it comes to choosing your courtesy car supplier. Monthly rental costs, administrative back-up, ease of ordering and keeping delivery promises are just some areas for consideration and comparison. We spoke to one of our top customers and asked him to give a truthful appraisal of Circle Leasing, and why our courtesy car arrangements have proved the best solution for him.



Ed Gore of Adamsons explains exactly why Circle Leasing has proved to be the right choice for his courtesy car fleet.

The ordering process:

Ordering cars has always been very easy. When we placed our first order, the paperwork was very straightforward, and nowadays the Account Manager just faxes one simple order form which we send straight back.

Delivery efficiency:

Circle have ensured that cars arrive with us on the day they were booked to arrive. There has only been one occasion when there was a problem, and I feel I found out more about Circle's strength in depth by the professional way they handled it. The problem concerned a car which had sustained minor damage while being loaded onto the transporter. Circle

called to explain the situation before the consignment of vehicles arrived, and allowed me to keep the car it was replacing, so there was no inconvenience or a gap on the fleet. More important, they did not charge me for the new car until it arrived two weeks later. Overall, Circle's team turned a potential difficulty into a positive experience.

In-life issues:

I get exactly the level of contact I need from Circle during the lifetime of a courtesy car. The Account Manager makes occasional contact to check all is well, and I receive a highly informative quarterly newsletter which keeps me informed of wider industry issues. Circle know I don't need anything else, and they leave me to get on with running the business.

Should I need to contact Circle, there is never any problem. They are always prompt and helpful with their responses. If my Account Manager is not available, she returns my calls very quickly.

Administration:

We have always implemented strict controls on courtesy car movements; therefore on the rare occasions that a traffic fine has come to us we are always able to direct it onto the correct end-user. We know Circle's administration is excellent, and we value the fact that they make no charges of their own to redirect penalty charge notices.

We notice that Circle's Customer Support department are always fully in control. For example, we once had some cars arrive without spare keys.

It was not Circle's fault as such, but they took on the problem for me and managed to get the keys to me by courier within two days.

They have thought long and hard about reducing what pressures we face in the repair industry

the client

Adamsons is a successful independent bodyshop operating on two sites in Oldham. Customer Service Manager Ed Gore has been with the company for nine years. During that time he has seen the operation expand significantly, with a present staff complement of 41 and a fleet of 50 courtesy cars. Adamsons operates across a wide geographical area with most customers situated within a 30-mile radius, though this sometimes stretches as far south as Birmingham or north to Carlisle - distances of around 100 miles.

End-of-life issues:

The one word to sum up Circle's defleeting and end-of-life processes is 'fairness'. I think they are very fair. They set out what standards they expect and they have helped me understand those standards - and therefore minimise any additional charges for damage. They recently introduced a set of little magnets, an excellent idea, to help determine whether bodywork scratches or dents would be "acceptable wear and tear" or deemed to be chargeable damage.

As a result, I seldom receive a bill for damage once a car has been returned. On one occasion, when they did send a bill, I questioned it. They talked me through the charge on the telephone, identifying the cigarette burn on the upholstery which I had overlooked when I checked the car.

Fairness applies to the charges they make as well as to their method of determining whether there should be any charge. They clearly do not try to make money on these repairs, they simply pass on the appropriate cost to them. What's more, there is no veil of secrecy about the charges; they are all laid out on paper for me to check at any time.

The process of collection is always smooth and simple. Circle collect and deliver for me in batches of five which minimises disruption for me. The seven-day grace period is a highly useful business tool, as it means I don't have to take five courtesy cars out of action to prepare them for return. That can be done once the new batch has arrived.

Costs:

I used to order cars from many different suppliers. The guiding principle was who could offer the cheapest monthly price and who had immediate availability. We started with Circle when they were new. Now we source all our cars from them because of the quality of service they have consistently provided.

The seven-day grace period means I don't have to take courtesy cars out of action to prepare them for return

Circle's monthly rental charges compare favourably with those of their competitors. And a significant part of Circle's success is their openness. There are no hidden in-life costs which will augment a monthly rental charge. Compare that with one supplier who was able to charge a £50 delivery fee for the return of courtesy cars I had decided not to replace through him. A nasty case of taking refuge in small print, which simply does not happen with Circle.



conclusion

For me, Circle have ensured that courtesy cars are not the administrative nuisance they could be. They have delivered what we wanted, when we wanted.

Circle also provide really good cars. The specifications are generous, something customers really seem to appreciate. I have picked up a lot of work through customers we may not be approved for, because they have seen these smart courtesy cars around the area.

They seem to have thought long and hard about what pressures we face in the repair industry and how they can go some way towards reducing those pressures. I am constantly impressed by the fact that I can pick up the telephone to them and they instantly know what I'm talking about. For me, that understanding and partnership counts above the monthly cost.

**"They have delivered what we wanted,
when we wanted"**



Circle Leasing Ltd

Europa House, Barcroft Street
Bury, Lancashire BL9 5BT

Telephone: 0870 757 0226

Fax: 0870 751 9871

mail@circleleasing.co.uk

www.circleleasing.co.uk