

Glyn Hopkin



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OVERVIEW

Since their first site opened in 1993 the Glyn Hopkin Group has grown to become one of the UK's largest and most successful automotive dealership networks. Today they operate over 35 sites across London, Essex, Hertfordshire, Suffolk, Buckinghamshire, Bedfordshire and Cambridgeshire where they work on behalf of the industry's biggest manufacturers.

Glyn Hopkins pride themselves on offering a wide choice of vehicles, great offers and most importantly, value-adding, consultative advice. Their aim is that every customer that leaves their showroom does so feeling rewarded and supported.



OPPORTUNITY

Liquidline began working with Glyn Hopkins at a pivotal moment. They had a filter coffee solution in place and were looking for a more premium offering for their customers. The automotive industry is very competitive and customers have more options and choices than ever before. With the increase in online services now available too, it is possible for customers to purchase or maintain their vehicle without visiting a dealership at all.

Glyn Hopkins inherently understand the need to offer the clients a unique experience and for them, a quality cup of coffee on arrival is a key ingredient.

However, when you are as busy as the team at Glyn Hopkins, any change in facilities has to be absolutely seamless. Liquidline worked closely with the Operations Director Stuart Hodson to ensure that the needs of the entire group could be met and that there was a clear, structured process in place for the upgrade.

Like cars, coffee machines are technical and the process for selection involves close consultation. Like Glyn Hopkins, Liquidline pride themselves on their no-pressure, consultative service and we worked together to find the very best solution.

THE SOLUTION

The solution identified was a Cafetouch 5 Bean to Cup machine. The machine offers coffee shop quality, fresh coffee at the touch of a button. It features an 8-drink menu, allowing customers to enjoy hot chocolate along with our popular Platino coffee beans.

This particular machine also allows customers to display their own multimedia videos on the screen if they wish. The machine's ease of use, ease of cleaning and stylish looks makes it the perfect complement to Glyn Hopkin's showroom environments.

The upgrade from filter coffee to bean to cup naturally raised some concern, with worry about the cleaning and maintenance required. However, the Liquidline team worked closely with the showroom teams providing training to every site, ensuring that everyone was confident in using and cleaning the machines.

TESTIMONIAL

“Liquidline have been a very easy and professional company to work with. Our dedicated Account Manager has been helpful throughout the whole process from the installation of the machines through to the after sales service and holding regular account review meetings. Due to our great experience with Liquidline, we have recommended them to Nissan to become a recommended supplier to the complete Nissan Dealer Network.”

**Stuart Hodson,
Operations Director**

If you would like to find out how we can help your business, get in touch via our website at www.liquidline.co.uk or give us a call on **0800 849 9110**