

## Case Study

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### **UK Yacht Dealer for French yachts desired to reduced direct costs and improve handover procedure to owners.**

The yacht broker was spending a great deal of time travelling to France, dealing with quality control, warranty issues and preparing each yacht for handover to the owner. This would often mean two or more trips away from his office and other potential sales. However, it was important to his relationship with his clients that he was always there at handovers and he did not want to change this policy. He needed a solution that would free up his time, yet still be there at handover and without increasing costs.

Reliance senior management team travelled to France and met the dealer to understand the issues and discuss specific problems. The local Reliance manager in Les Sables D'Olonne also attended the meetings.

On return to the UK, Reliance developed and presented the dealer with a comprehensive proposal that addressed each of his concerns. After considering the level of service to be provided and cost comparisons were made, it was agreed that;

Reliance would undertake for each yacht, to;

- Provide local point of contact in France with bi-lingual service
- Make initial acceptance of yacht from the factory
- Conduct a thorough inspection
- Produce a written report emailed directly to the dealer
- Record with photograph any exceptions
- Install or oversee installation of additional electronics
- Conduct initial sea trials
- Follow up warranty issues to completion
- Clean and prepare for presentation

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Once this has been done, the broker was then able to travel only once to the factory and spend his time solely with his client, secure in the knowledge that all issues with the boat had already been dealt with.

Benefits to the client included;

- Reduced travel and accommodation costs.
- Reduced time away from the office.
- Increased time with potential clients and therefore increased sales.
- Higher standard of presentation to clients

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