

# Motortrades.co.uk takes the lead in cleaning up web directory industry

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Motortrades.co.uk the UK's online resource for everything motoring has announced a huge reduction in customer complaints in the last quarter, down by a massive 76%. The reduction reflects the company's new approach; not just in how complaints are dealt with but with the entire functionality of the business, from the initial sales call and through every stage of customer contact.

The move precedes the launch of the new and completely redesigned Motortrades.co.uk website, representing an investment of over £100,000.00, and which the business believes sets new standards in online directory advertising.

It's reported that online advertising now accounts for a 28% majority of the UK advertising spend with mobile ad spend moving up quickly on the rails. Web directories accessed by smart phone or by "traditional" (sic) PC's, laptops and tablets offer consumers fast and convenient access to vital information wherever they happen to be. For businesses it means more bang for their advertising buck, less wastage and a whole new level of accountability, something print media has never really been able to deliver. However the exponential growth of the online directory industry has led to some sharp practice and more than a few accusations of scamming and malpractice, aimed not least at some of the sectors most prominent players.

Motortrades "paying" customers (the general public use the site freely to access motoring related information and services) come primarily from the UK motor industry or from associated sectors such as insurance companies and law firms. These businesses are keen to reach the sites rapidly growing audience of over 1.6m motorists (site statistics year on year to Sept 2012). Motortrades call centre handles approximately 1.5 million outgoing and incoming calls a year and the vast majority have a satisfactory outcome but inevitably complaints occur from time to time.

A significant factor had been the unprecedented growth of the Motortrades business and as a consequence, the inability of its infrastructure to handle the additional workload. The business was able to move swiftly to increase its capacity ensuring orders were processed more quickly and ensuring most customers orders were fulfilled within 48 hours. In fact the company offers advertisers a "Site Satisfaction Guarantee" which states their aim as such.

However Motortrades were also aware that their overall communication with customers needed to improve and that this could only be addressed at a deeper, rudimentary level.

Motortrades desire was to create greater transparency in their customer communications and set about developing training methods and policies reflecting that goal. Motortrades Account Managers follow a rigid Code of Conduct and Ethics which dictates how all contact with customers is conducted both existing and new. Cold calls are the norm in the sector and Motortrades monitor calls daily, providing support and additional training where necessary to ensure compliancy. The business also introduced a rigid three tiered structure when confirming new advertising campaigns. It ensures every new customer is fully aware of the details of their purchase, their obligations and the obligations of Motortrades themselves. Again

these conversations are recorded and can be referred to for clarification by either party if required.

The company also ensured that its processes and procedures were fully compliant with industry bodies like Consumer Direct, BERR (The Department for Business, Enterprise and Regulatory Reform) and through consultation with Essex Trading Standards.

Managing Director Steve Jakes says; "It's easy for growing businesses to become victims of their own success and to some degree this was happening to us. Our growth outpaced our ability to deal efficiently with it and it's understandable that customers complained from time to time. We take such issues very seriously and we have always tried to address complaints immediately, whether they come to us directly or via the web.

"We recognise the need for our industry to mature and evolve. At Motortrades we want to lead that evolution and the launch of our new site, supported by a first class customer service infrastructure ensures we will do just that".

Ends

Notes to Editors:

Motortrades.co.uk is an internet directory service helping consumers find businesses or services connected to motoring in their local area.

The site was launched in 2007 to help independent motoring businesses connect with and compete for new customers. During August 2012, there were nearly 92,000 unique visitors to the site and over 3.5 million total hits. The site is currently one of the fastest growing online motoring directories in the UK.

Businesses pay for a listing which includes company name, full contact information and three hyperlinks to the company's website. An entry also includes a colour logo, 150 words of text to explain the business activity, bulleted links to social media and a photo gallery. The newly designed site also can also include opening times and customer testimonials.

Motortrades.co.uk is the trading name of Motor Trades Limited which is a privately owned business, founded in 2006 by Steve Jakes who remains the Managing Director today. The company is based in Brentwood, Essex and has recently opened a second office in Colchester.

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