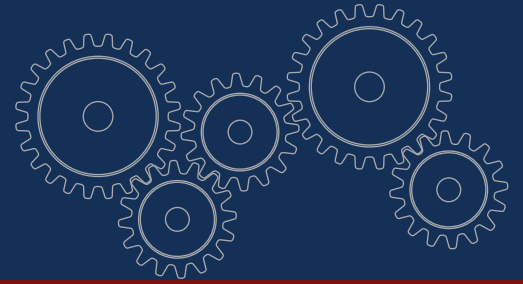




## MANHEIM CONSULTING

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*Accelerate Your Business*

# Case Studies

## BANK CUSTOMER SIGNIFICANTLY INCREASES VEHICLE VALUES THROUGH ANALYSIS OF VEHICLE OPTIONS AND CONDITION

### THE CHALLENGE

A major national bank customer approached Manheim Consulting when the company felt that its vehicles in one part of the country were consistently wholesaling for lower prices than in the company's other regions. Was this just a problem inherent to that region, the bank asked, or could it alter its remarketing strategy to achieve higher retention rates?

### THE RECOMMENDATION

A team of Manheim Consulting analysts reviewed the bank's regional remarketing strategies and vehicle-by-vehicle results to **determine the cause of the disparity** in vehicle values. One important factor that emerged was that the customer was not always making consistent comparisons when looking at its regional performance – the bank was not selling a consistent mix of vehicles across regions. Variables such as make, model, and vehicle extras needed to be removed in order to truly compare regional differences. The Manheim Consulting team was then able to determine that **the true differentiator was reconditioning**, or lack thereof: the bank was not performing the same level of reconditioning work on its vehicles in the underperforming region as it was in its other regions. Equally as important, the level of detail provided by Manheim Consulting provided the customer with other **opportunities to improve its remarketing operations** and ensure consistency nationwide.

### THE RESULT

As a result of this analysis, the customer adopted Manheim Consulting's recommendation to apply **consistent reconditioning practices nationwide**. The bank realized that the small reconditioning investment it was making in most of the country was paying big dividends, and began making a similar investment in the previously underperforming region. Today, the customer's vehicles in that region are **consistently achieving higher prices on average**, which has **improved the performance in that region** to be equal to or better than other regions in the country.

