



# COVID leaves legacy of innovation for Northridge Finance

**T**imes of crisis often drive innovation. COVID-19 accelerated Northridge Finance's platform development, enabling seamless communications and continuity when doing business face-to-face wasn't possible.

Retail partners now enjoy enhanced services to support sales. Every stage of the purchasing process can be carried out remotely without the need for showroom visits or personal contact.

The motor finance provider made a significant investment in technology and software design, based on the needs of staff, retailers and consumers.

Northridge also continued to support customers through payment breaks and ensuring mutual customers were looked after quickly. "Our intermediaries appreciated our fast response and were confident that customer care takes priority," says James McGee, Managing Director.

"We've learned a lot this past year about working smarter and being agile. By adapting quickly to possibly permanent changes in how people work, and helping dealerships benefit from improved convenience and functionality, we have an excellent springboard for the future."

### | CONTACTLESS BUSINESS

Processes which allow buyers to view and select vehicles, new or used, secure financing and complete the sale all remotely have become fundamental. Northridge moved quickly, adapting its seamless in-store proposition.

Be it pure distance E-sign, end-to-end distance sale or click and collect, Northridge has ensured that partners can facilitate contactless finance fulfilment.

McGee reports usage of its distance signing facility has dramatically increased 10 fold year on year. "Because Northridge now works within a truly omni-channel sales process, we offer maximum flexibility."

Whether a customer chooses to complete entirely online or in combination with dealership visits, options reduce trips to the showroom and streamline the purchasing and approval process.

**"For over 12 years, Northridge have been an excellent addition to the growth of F&I within Perrys. What put Northridge a step ahead recently is their embrace of remote signing technologies for customers. Their process is really simple to follow, timesaving for customers and colleagues, and fits in perfectly with the 'click to buy' current approach of the motor industry."**

David Johnson.

*Finance and Insurance Director, Perrys Motor Sales*

### | SAFEGUARDING STAFF & STANDARDS

Innovation is also helping Northridge Finance maintain its renowned service standards, while considering the wellbeing of employees working from home.

"Our goal was to ensure 100% continuity for customers and to do it efficiently. It was important to redeploy both our internal and external teams to where we needed them most. This required huge flex and upskilling across all roles through carefully considered crisis management plans and we're now delighted to be able to offer all of our services from within the office and remotely." McGee explains

A crisis can be a time for learning and growth, and Northridge aims to emerge a more responsive, resilient company.

"Our Covid response exemplifies our ethos of being there for people, no matter what, and shaping solutions around them. These innovations set the stage for stronger customer connections in the future."

**For further information, contact our dealer support team: [dealersupport@northridgeuk.com](mailto:dealersupport@northridgeuk.com)**

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