

## Driving used car sales with Axis.

Mark Wilson's Better Used Cars focuses on its mission with Axis cameras backing it up.



### Organization:

Mark Wilson's Better Used Cars

### Location:

Guelph, Ontario, Canada

### Industry segment:

Retail

### Application:

Remote monitoring, store management

### Axis partner:

G&A Lock and Security

### Mission

As sales grew and the business blossomed into a new facility, the need for further video security arose for Mark Wilson's Better Used Cars. Previously stationed across a selection of properties, the company decided to centralize efforts and move to a single, larger space. Between operational opportunities and concerns about incidents involving damage to vehicles, management looked to IP video as a tool that would allow them to function within their normal roles and still have a way to stay connected with the rest of the facility.

### Solution

A spread of Axis fixed and PTZ network cameras were specified and deployed across the new property by Caleb Stephens, Jeff Struyk and the team. The business saw the need for cameras in parking lots and service areas to keep eyes on all of the cars in case of potential damages.

On the operational side, cameras in waiting areas and the sales floor allow management to keep an eye on trends and optimize staffing schedules.

### Result

Mark Wilson's has seen a significant boost in confidence as it pertains to customer complaints and with internal issues. When customers claim that damage had been done to their vehicle, or on the contrary denying their involvement in an event on site, management has been able to provide sufficient evidence to back themselves up and save on potential costs. In general, the cameras and signs around the property have also added an additional deterrence factor.

**“We love the system. I’m always keeping an eye around the dealership and I can find anybody I need to within moments of looking. Plus we’ve caught so many accidents like damage to the building. You can confront people with confidence because you can show them the clear video.”**

Mark McMullen, General Manager, Mark Wilson's Better Used Cars.

### Looking under the hood

Opened in 1961 in Guelph, Ontario, Mark Wilson's Better Used Cars has grown from a small four-bay garage gas pumping station to a 42,500 square foot building set on a nine-acre property. Over the last 13 years, inventory has jumped from roughly 120 cars in stock to upwards of 700 on any given day. Employment has risen from 12 to 100 employees, and sales have catapulted to over 300+ cars off the lot monthly.

Though the business used to be run across a selection of smaller spaces, the brand is now housed under a single roof. This has led to higher efficiency and less room for error without needing to travel between locations. With growth came greater concern for safety and security, too.

“I think as time went on,” stated Mark McMullen, General Manager at Mark Wilson's Better Used Cars, “we had a few incidents where we had damages to cars in the lot. It just seemed to be more and more evident that we needed a video system.”

### Video as the new “check engine” light

When a car is brought to Mark Wilson's to go out on the show floor, it goes through a rigorous process of inspection, documentation, clean-up and detailing. With these respective areas, McMullen has found key locations in which cameras are most necessary. These include waiting areas, parking lots, the service area, parts room and tire area.

“We've caught so many incidents, things that have happened like damage to the building,” McMullen said. “With staff, too, word spreads pretty quickly that there's not too much that we would miss on the property when you can actually zoom in and show them damages on a timeline.”

The dealership utilizes an AXIS Q1614-E Network Camera at a gate to capture license plates plus a mix of cameras from the AXIS M30 Network Camera Series, all connected using AXIS Camera Station.

### Backseat troublemakers

McMullen has seen a strong impact of the system as it pertains to internal concerns, often in situations with his own employees. He has had to disprove claims of damage on the property with an ongoing high success rate, and even spotted one situation in which employee theft was clearly taking place. When he noticed an employee taking a coat off of a chair in an office that belonged to somebody else, that manager was able to pull the employee in to ask questions, using the footage as indisputable evidence of what had truly occurred.

Mark Wilson's continues to maintain positive revenues partly due to the efficiencies of the cameras on the property. In one instance when a man broke a mirror as he drove onto the lot and bumped another car, the prospective buyer refused to take the blame for the incident. The video provided McMullen with indisputable evidence to the contrary. “It was nice to know that it's recorded and you can confront people and, with confidence, show them the video to back yourself up,” McMullen recalled.

### Powering sales in the right direction

With plans to expand the system in the foreseeable future, McMullen continues to recognize added benefits to the cameras.

When it comes to staffing, he observed one day that there were too many car detailers on hand for the work that was available to them. In a separate occurrence, he sensed a lack of urgency among staff and was able to reduce the number of employees on hand at certain times to help keep the business flowing. This tactic works with the opposite effect on the sales floor, where management can determine peak times that require more working hands on deck.

If McMullen logs in to the AXIS Camera Station application from his iPad at home on a Saturday, he can potentially notice a need for additional sales support and call that in to his managers. “We've been able to adjust schedules,” McMullen remarked. “It definitely makes a difference in efficiency in multiple areas.”

