



Protecting your pounds, your people and your planet



Case Study: The Battery Management Challenge

How do we keep an accurate account of the charge levels for all of the vehicles on our forecourt? That is the question asked by many leading manufacturers. Industry statistics suggest that as many as 68% of car batteries (that's two in three) sitting on a forecourt or in a showroom need attention and could become flat, potentially that's a large number of disgruntled new car owners. These figures also highlight the huge impact that effective battery management can have in solving this problem – only 4% of these batteries were defective, the rest just needed charging and conditioning.

Manufacturers were keen to protect against premature battery failure but wanted a battery management solution that enabled showroom staff to not only quickly and easily check the state of the battery, but also deliver a charge, without needing assistance from a qualified workshop technician.

A battery management programme also needed to support the 'Showroom Customer Experience' – batteries needed to be fully charged to ensure that showroom visitors could test electrical functions on the vehicles, such as windows, central locking and stereo systems, at all times – many dealerships didn't have the facility to permanently hook batteries up to mains power.

“Our clients wanted to make sure that a great customer experience continued once the vehicle had left the showroom. Making sure that the battery left the showroom 100% charged and conditioned was a big driver for the development of a battery management programme.”

Ken Clark, Director of Power Technology, Rozone



Test Results	%
Good Battery	32%
Good Recharge	65%
Charge/Retest	2%
Replace Battery	1%

Rozone independent tests carried out on 583 vehicles across 120 showrooms



Solution

Rozone recommended the CTEK Comfort Indicator, a portable accessory that provides a quick and easy way to permanently monitor battery condition, enabling showroom staff to check the state of battery charge in a matter of seconds. Using a simple LED traffic light system, the Comfort Indicator can be left permanently attached to the battery via crocodile clips, providing a visual indication as to the state of a battery, without needing to be plugged into a mains power source.



The Comfort Indicator's flashing **green** light reveals that the battery is fully charged and does not need attention. An **orange** light indicates a good state of charge but advises

that the battery may need attention in the short term. A **red** light indicates that a battery needs to be charged immediately, not only to be able to start the vehicle but to avoid the danger of the battery being permanently damaged through excessive discharge leading to sulphation – the biggest battery killer.

Should it be identified that a charge was needed, Rozone specified the powerful yet simple to use CTEK XS 7.0, a seven-step smart 'plug and go' charger to not only charge but also condition the battery. The unique CTEK Comfort Connect system allows the charger to be connected straight to the Comfort Indicator enabling showroom staff to safely, simply and quickly deliver a charge without assistance from a technician.

To support the implementation and monitoring of the battery management programme Rozone also devised a showroom vehicle battery care record for each vehicle to ensure regular monitoring was recorded.

The Rozone Power Management Division specialises in developing and delivering simple, easy, effective and bespoke battery management solutions to meet individual need.

Results

Rozone has successfully implemented their battery management programme in over 200 dealerships across the UK. Each vehicle located in either the showroom or on the forecourt is fitted with a Comfort Indicator and showroom staff are now able to check the state of the battery instantly. Using the showroom vehicle battery care record, staff are required to record a green, amber or red reading of the battery at least every two days and deliver a charge if required – and the hard work has paid off.

The battery management programme has:

- Reduced spend on battery related servicing prior to vehicle being released to the customer
- Reduced battery related warranty returns
- Maintained customer satisfaction by removing any risk of battery associated complaints
- Maintained maximum charge on all vehicles stored at dealerships
- Increased ability to fully demonstrate vehicles in a showroom setting
- Increased showroom staff commitment to vehicle maintenance

For further information or to book a consultation contact:
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