

**Ease of use**  
Layout isn't bad but you need to use the configurator or download price lists to find costs. Looks like it could do with an update.

**Design**  
Reasonably clean and clear but still has a whiff of appendage to the car site about it.

**Van configuration**  
Lacks the plush swivelling vehicle images of the best and a little robotic, but all the key information is there.

**Brochure download**  
Very obvious via the orange bar on the right and price lists are a cinch. Citroen still won't give you a brochure without your personal details, though.

**Email response**  
Comprehensive response within four hours. Didn't give us a price first time but replied with a figure the following day when we asked.

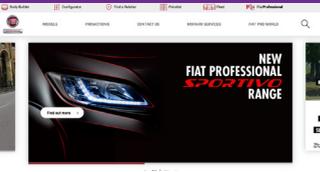
**Phone help**  
Agent was a little unsure but checked each van in the range. Call took just under five minutes.

**Dealer finder**  
Fast and effective. Shows business centres and those that only do aftersales. No longer so obvious, though, as it's not in the orange bar on the right any more.

**Social media**  
Accounts in all the right places but little or no mention of vans and it's just TV-ad-style content.

**Mobile site**  
Superior to the desktop site in how it displays individual models and converted vehicles – the layout is clearer and includes images.

**Extras**  
Section on converted vehicles – tippers, drop sides etc – which is more detailed than a year ago.



**Ease of use**  
From the homepage you're an obvious click away from the most essential information.

**Design**  
Big, new design for 2018 – not that the previous one was bad. Save for the scrolling promotional windows on the homepage, it's polished and distinctive.

**Van configuration**  
As smart as the rest of the site and presents info in a very palatable format. Really well thought-out.

**Brochure download**  
Fiat didn't employ an information gatekeeper in 2017 – now it does. You have to scroll down a long way to find the link, too.

**Email response**  
Took three working days to respond and tried to contact us by phone first, but the information was plentiful and accurate.

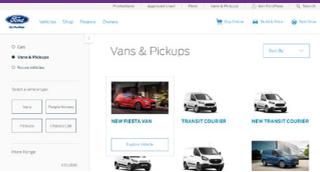
**Phone help**  
Answer was a little convoluted but we more or less got what we needed in three minutes and the operative was polite and helpful.

**Dealer finder**  
Excellent. Directs you specifically to LCV dealers and you can filter by service (body shop, retailer, after sales etc).

**Social media**  
Fiat Professional has its own channels so LCV content exists, but it's more marketing and sponsorship than anything useful.

**Mobile site**  
Smart, clean and effective.

**Extras**  
Plenty to like: tax calculator and tables, fleet comparison tool, Fiat Pro World with cosmetic social media content, separate site for approved conversion specialists and lots more.



**Ease of use**  
If all 11 models on the homepage had the price beneath them it'd be halfway there. However, only three do. Just looks lazy.

**Design**  
The individual model pages have some pics but, for the most part, it's plain dull. Homepage is just white with a grid of small van pictures.

**Van configuration**  
There is a configurator via the 'build and price' link, but it applies to only three vans – and the Transit Custom isn't one of them.

**Brochure download**  
You have to head to the foot of the homepage, but brochures and price lists are well laid out and easy to download. Transit Custom's 'interactive' brochure didn't work, though.

**Email response**  
Lightning 14-minute response confirmed aircon is an optional extra on Transit Custom. But ignored us when asked how much it cost.

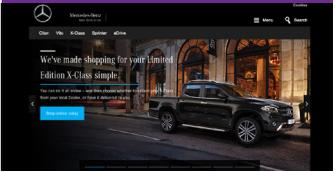
**Phone help**  
Why is there a 'dial 4 for technical information' function when it tells you to call a dealer or a premium rate number? Better off with live chat.

**Dealer finder**  
Hard to find from homepage and defaults to car dealers. Filters allow you to refine it for Transits and van/fleet specialists, though.

**Social media**  
Lots of followers and a decent lip service to vans. YouTube channel has LCV/pick-up section.

**Mobile site**  
Reasonable conversion but little to distinguish it from the underwhelming conventional website.

**Extras**  
Good fleet section with tax and whole-life cost calculators, Transit conversions page and Transit24 business support info.



**Ease of use**  
Not complicated, but you can't find a van price without downloading a brochure.

**Design**  
White font on a black background gives a classy appearance. Swish features help, too.

**Van configuration**  
No configurator and prices are tricky to find. However, Merc has listened to our previous calls and plans to introduce one this year.

**Brochure download**  
Links from homepage and individual model pages. Clear design with comprehensive price lists.

**Email response**  
Of Merc's two email contacts, one replied within seven hours and said contact a dealer. The other took two days, but didn't give us a price and directed us to the brochure.

**Phone help**  
Extremely polite and an answer in one minute 40 seconds. Also offered to look up Euro6-compliant used vans.

**Dealer finder**  
Good, van-specific facility but filters are few, so you only can be so specific. Route calculator and dealer details are impressive.

**Social media**  
Dedicated van channels with lots of followers. Content is useful and interesting – doesn't just look like adverts.

**Mobile site**  
Looks as polished as the conventional site and key features are really accessible from the repositioned shortcuts and drop-down box.

**Extras**  
Cool history page, extensive fleet section, new online-only sales for X-Class, updated online maintenance plan page and loads more.



**Ease of use**  
Dead easy. Scroll past the main image and the entire range is detailed below, with prices. However, the Navara pick-up isn't housed on the main LCV page.

**Design**  
Not what you'd call inspiring, but the no-fuss nature is commendable.

**Van configuration**  
A truly tidy configurator but there's a catch: it only applies to the Navara pick-up.

**Brochure download**  
Not hard to find and the brochures are very extensive one-stop-shops with lots of detail.

**Email response**  
Replied within two hours but didn't answer the question and said contact a dealer. Supplied a link to the brochure and dealer locator, though.

**Phone help**  
We tried the customer service line twice. It rang, but no one answered and we were eventually cut off.

**Dealer finder**  
Obvious from the top of the homepage but the map and the list are viewed separately, so it's a bit clunky. You can search for business centres but nothing van-specific.

**Social media**  
Scant van content but effort is made to promote and explain electric vehicles and there are links to external sites, so it's more than just self-promotion.

**Mobile site**  
The pages are reorganised well for a phone screen but that's about it.

**Extras**  
There is a section for fleets/businesses and one on conversions, but they're more sales tools than anything; others do it better.



**Ease of use**  
Key info is far more accessible than last year.

**Design**  
Rather white and plain, but the redesigned business site is more in tune with users' needs.

**Van configuration**  
New this year and very similar to sister brand Citroen's configurator. We've give Peugeot an extra point because it's now made the effort.

**Brochure download**  
Couldn't find formal brochures via the business/van site but there are some very straightforward price and tech spec sheets.

**Email response**  
Second-fastest responder in less than 20 minutes and answered the question, but would not tell us the price of optional aircon, asked for our details and told us to speak to a dealer.

**Phone help**  
We were passed around three operators, none of whom could answer the question, although they were polite. We were eventually cut off.

**Dealer finder**  
Search defaults to business centres but the results are listed under 'all'. There is a filter for business centres but it didn't give us any results. Confusing.

**Social media**  
Meagre van content on main feeds but the fleet Twitter page, albeit much more low key, publishes relevant LCV and business info.

**Mobile site**  
The bottom of the homepage, around the converter link, is a little messy, but otherwise it's a clear and clean conversion to mobile.

**Extras**  
Tax calculator, CV comparison tool and new-for-2018 conversions page, but the clever bit is real-world mpg calculator.



**Ease of use**  
Similar no-frills layout to sister-firm Nissan with the range and starting prices in boxes in the centre of the homepage. Big promo video gets in the way, though.

**Design**  
Seriously, you don't need a massive F1 promo vid right at the top of your van homepage. Scroll down and, cosmetically, it does the job.

**Van configuration**  
There is a configurator, but it only applies to passenger cars.

**Brochure download**  
Similar to sister brand Nissan in that it's simple and comprehensive, although the price list is a separate download. Some details of shelving and racking.

**Email response**  
Renault doesn't have an email contact service but its live chat is a pretty good replacement.

**Phone help**  
Spent five minutes on hold only to be put through to another department. We gave up waiting after 15 minutes.

**Dealer finder**  
Easy to find. Defaults to car dealers but it's easy to filter to van specialists and includes lots of detail.

**Social media**  
Facebook has a dedicated Pro+ vans page and YouTube has a Pro+ sub section on the Renault UK page.

**Mobile site**  
Similar to Nissan. Reshapes to suit a phone screen well enough, but little more – and the F1 promo still hogs the homepage.

**Extras**  
Extensive conversion section and light-hearted 'Drive my Business' microsite with LCV stories.



**Ease of use**  
Not quite as on the pulse as other light commercial vehicle sites but far from hard to navigate.

**Design**  
Hasn't changed visually for several years, so it's on the dull side, these days.

**Van configuration**  
Sufficiently slick to better many a car configurator. Crystal-clear images and info.

**Brochure download**  
Once you've located the small, grey bar on the right, all brochures are easily found and have interactive features with Toyota's app. The separate price lists are much easier than the overwhelmingly large brochures, though.

**Email response**  
Responded within 24 hours and answered the question, but failed to reply when we asked how much optional aircon costs.

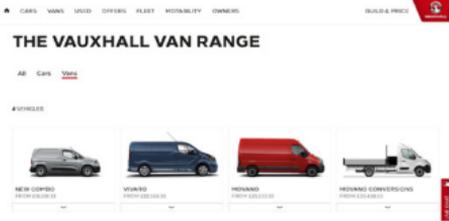
**Phone help**  
Had a very specific answer within two minutes and the operative was thoroughly pleasant.

**Dealer finder**  
Takes a minute to spot but, again, it's in the function bar on the right. You can filter by business centre but nothing more specific than that for vans.

**Social media**  
It's very big and reactive on social media, but Toyota's feeds have virtually no mention of vans or pick-ups.

**Mobile site**  
The homepage isn't all that – it's just realigned vertically – but the configurator works on your phone, which counts in its favour.

**Extras**  
A bit of history on the Hilux and a couple of conversion pages, but not much.



**Ease of use**



The new homepage is exceedingly simple, but you still have to do a bit of wading to find anything other than entry-level prices.

**Design**



The site's been totally overhauled and it's very straightforward, but the old version's black and red hue was a stand-out feature – now it's rather plain.

**Van configuration**



Remains Vauxhall's online trump card. Looks great, very reactive and you get more relevant information here than elsewhere on the site.

**Brochure download**



There's a five-step process to download a brochure, the fourth of which asks for your details.

**Email response**



Replied within three working days but asked for a registration number (obviously we didn't have one). Two days later, told us to contact a dealer.

**Phone help**



The second operator we spoke to gave a definitive answer and we were on the phone for just over three minutes.

**Dealer finder**



Right in front of you on the homepage and it has four van-specific filters. Impressive.

**Social media**



Plenty about cars on the major channels but nothing at all about vans.

**Mobile site**



Great, tidy layout. Shame the configurator doesn't work in this format, though.

**Extras**



A little company car-centric, but the fleet section has lots of useful tools. It covers small firms, aftersales and has a fleet knowledge page.

**Ease of use**



Very accessible in every sense. Comprehensive homepage and the bar on the left-hand side is really handy.

**Design**



Not as snazzy as Fiat and Merc but smart and business-like.

**Van configuration**



Does the job very well and now includes a trim/spec comparison function.

**Brochure download**



Brochures and price lists are business-like, unambiguous and a click from the homepage.

**Email response**



Took three working days but apologised for the delay, answered the question precisely and gave us heaps of additional information.

**Phone help**



We were on hold while the friendly operator's system loaded up but, once it had, they gave us a very specific answer. Call took about six minutes 30.

**Dealer finder**



It's at the top of the homepage and you don't even need to perform a search to see the locations. There are 10 van-specific filters.

**Social media**



Lacks a van Instagram account but there are dedicated LCV feeds across all the other channels with informative content.

**Mobile site**



Fine conversion to mobile, especially the drop-down box in the top right-hand corner that neatly houses all the key functions and links.

**Extras**



Has a finance calculator and one for used vehicles is due. 'Van Life' microsite includes light-hearted content. Live chat is being developed to provide more proactive answers.

Ranking	Manufacturer	Score	Movement	Good	Bad
1	Volkswagen CVs	80%	No change	Best dealer locator and all-round customer service	Some rivals have more/better extras
2	Fiat Professional	73%	▲+4	Snazzy new website. Configurator, dealer finder, mobile site and extras also good	Insists on your details before permitting a brochure download
3	Mercedes-Benz Vans	70%	No change	Smartest, with best phone service, social media, mobile site and extras	No configurator and finding the price of a van is difficult
4	Peugeot	56%	▲+6	Big improvement this year; ease of use and extras are highlights	Confusing dealer locator
5	Vauxhall	51%	▼-1	Still has the best configurator; dealer locator and phone help also impress	Worst email response and access to brochures
6	Toyota	49%	▼-4	Excellent on the phone and configurator is among the best	Site has changed little over the years
7	Renault	47%	▼-2	Fine brochures and social media presence	No van configurator and the huge Formula 1 homepage promo video is annoying
8	Citroen	45%	No change	Best email response and good on the phone	Worst social media; site could do with an update
9	Nissan	39%	▼-2	Easy to use and best brochures	Didn't answer the phone and the website is looking tired
10	Ford	36%	▼-1	Social media isn't bad and extras are reasonable; live chat is impressive	Poor customer service and the site feels like a lazy afterthought compared to the best