



# Drive Customer Satisfaction for Your 3 Main Parts Customers



A thriving part and accessory business has three main customers:

Wholesale, Service, and Retail. Each of these customers requires a different approach to customer satisfaction. If your parts department can hack a way to deliver an incredible experience to each customer, you can solidify yourself as a go-to provider for parts, build customer loyalty, and supercharge your revenue streams for years to come.





# SERVICE DRIVE

## ■ ■ ■ Have the Part They Need

Knowing how your parts sell is essential to quickly and efficiently providing for your service department. Your DMS is a great tool for reordering parts, but what you should get used to doing is looking a little bit deeper into which the parts you have needed most often over the past five or so years. Doing a little research and looking at data insights allows you to have a sharper eye for what you should keep in your inventory. This results in less obsolescence, a happier service department, more part sales, and more profitable revenue coming into the dealership.

## ■ ■ ■ If You Don't Have the Parts, Get Them Quickly

The goal of the service department is to move vehicles as quickly through the service drive as possible. That said, if your service department needs a part and you don't have it, the clock is ticking. Where will you order the part from? How quickly can you get it for the car that's up on a lift? A local delivery system that allows you to quickly order these parts from nearby dealerships and guarantees part delivery in as little as an hour will make all the difference in providing for your service department.

## ■ ■ ■ Drive Parts Customers to the Service Department

When you have a customer who calls about getting a part, you have to do what you can to maximize the value of that interaction. Ask the customer what kind of repair they're doing. If you have an idea of the customer's goals, you have an opportunity to add more parts or accessories to the sale.

Additionally, you should always advise the customer to come to the dealership for service. This requires a sales-minded parts staff—coach your parts advisors to drive customers to the most profitable department at the dealership and you automatically maximize the value of your customer interaction.



# RETAIL

## ■■■■ Engage in Digital Retailing

Part and accessory customers want to shop online. It's more than just a huge time-savings; it's a complete lifestyle that has been setting in for decades and is compounded by the COVID-19 pandemic. Consumers have changed the way they shop forever and there's no turning back. That means if you don't offer an online shopping option to your retail customers then you are greatly limiting your ability for profitable sales.

Launching an online presence for your part and accessory business is a pretty huge undertaking and can be costly when done without expert help. That's where a professional parts eCommerce solution comes in. By partnering with the right parts eCommerce provider, this huge burden is taken off your shoulders so you can focus on selling more parts and accessories.

## ■■■■ Have Good Customer Support

If a customer has a question about a part, are you available on the other end of the phone or computer to give them the information they need? Furthermore, can you get them an answer immediately? There are few things more important than being available to assist your customers, so make sure you have a process in place to quickly respond to any inquiries you might get throughout the day.

With plenty of online shopping options, leaving a customer wondering for too long will cause them to go somewhere else and likely never return. Communication shouldn't end after the sale is made—you should be accessible to your customers throughout the process until their order arrives at their front doorstep.



# RETAIL (CONT)

## ■ ■ ■ Use Competitive Pricing

Online part and accessory pricing is simply different than brick and mortar store pricing. The digital landscape is more competitive and demands lower pricing. This isn't a bad thing, though. While the profit you collect on each individual sale may be a little smaller than a parts counter sale, the volume you'll achieve by selling online makes up for it in gross profit at the end of the quarter.

When you're used to pricing parts at a 30-35% profit margin, it can feel daunting to revamp your pricing strategy to suit the needs of online customers. With a tried and tested pricing matrix designed specifically to drive volume sales AND add profit to the parts department, RevolutionParts takes the guesswork out of serving the online world of part and accessory shoppers.

## ■ ■ ■ Provide Fast Fulfillment

The Amazon effect has completely altered customer expectations of order fulfillment. In order to stay competitive with platforms that stake their business on getting packages to their customers' front doors in two days, you have to be diligent and organized.

Consider upgrading your parts department's tools to include a built-in order fulfillment and shipping software. A good software platform should allow you to filter all orders in one place, receive and fulfill orders in a matter of clicks, and automatically calculate shipping options so that you can choose the most cost effective option for collecting more profit.



# WHOLESALE

## ■ ■ ■ Use Strategic Pricing

Your wholesale customers purchase a high volume of parts from you so they expect priority pricing, but do you have a strategic approach to how you're pricing these parts so that both parties receive maximum benefit? By choosing the right eCommerce partner, you can rest assured that you're offering your wholesale customers fair pricing that contributes to your revenue goals and keeps them coming back to you.

## ■ ■ ■ Provide Fast Service

For a mechanic, speed is everything. If you get a call from one of your frequent wholesale customers saying they need a part right away to complete a repair, you need to have the resources and processes set in place to fulfill their needs. That means you have state-of-the-art software to receive those orders and you have an infrastructure that allows you to deliver that part immediately.

## ■ ■ ■ Offer Reliable Parts Delivery

Can your wholesale customers depend on you every single time to get them the correct part, deliver it quickly, and give them great pricing? Your delivery fleet might not have the bandwidth to guarantee delivery in an hour every single time. That's why your parts department needs a modern solution to hot shot deliveries.

RevolutionParts' Local Delivery tool is like Uber for your parts department—as soon as you receive a wholesale order from one of your local customers, you can fulfill it and order a ride for your part in the matter of seconds. This guarantees your customer gets exactly what they need quickly, solidifying your spot as their go-to parts provider.

It's difficult to juggle the unique needs of each of your customer types.

Modern technology makes it easier. RevolutionParts is a digital solution for parts departments to ensure they have the tools required to meet the needs of each of their most important customers. If you want to up your parts-selling game and wow your customers, partner with RevolutionParts.

GET A DEMO

