

GOLD SEAL

Service Manual

REVISED SEPTEMBER 2022

Gold Seal Standard of Excellence



Standard of Excellence



Clean parts



Trackable origin



Safety recalls

Gold Seal Standard of Excellence



The Gold Seal Standards have stood the test of time for high customer service and part quality with added enhancements for contemporary issues such as recalls and electronic recordkeeping. The basic principle is a set of criteria by which to measure good ROE parts being delivered to happy customers.

Gold Seal facilities have clean parts



ROE Parts should be cleaned, if necessary, before being delivered, shipped, or brought to the customer at the counter to ensure “no surprises upon deliver”.

Gold Seal facilities require designated personnel to perform quality and cleanliness checks using inspection and testing procedures that lay out an inspection process for parts as the part flows through facility following the dismantling process to verify **and** update their condition in the Inventory Management System.

Gold Seal facilities have trackable recordkeeping



All vehicles are assigned a unique stock number that is applied to the vehicle and its' ROE parts. Ideally, the Inventory Management System maintain data that includes VIN, source, odometer, critical dates (purchased, dismantled, scrapped) for all unique vehicle records that provides traceability from the part source to the scrapping, coring, destruction, disposing, or sales destination. The source VIN should be listed on invoices too, including brokered parts. Most importantly, ROE Parts must be accurately described in inventory using the ARA Parts Standards and Codes guide. This is vital to the “no surprises upon deliver” code.

Gold Seal facilities address safety recall parts



The written RECALL policy should require that recalled Parts may not be sold, other than to factory authorized collectors, or for litigation purposes. The policy must address how to handle recall notifications from manufacturers, how to notify any buyers of Parts, and when to destroy or return in stock inventory. Finally, the facility should maintain a written record of all handled recalls and actions taken.



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On time delivery



Stand behind the parts



Continuous improvement

Gold Seal facilities deliver quality ROE parts



Does your business implement and manage delivery process procedures and standards to ensure on-time delivery without any surprises? Do you report delivery delays to the customer? Do your price quotes include delivery costs? Couple those good process

management techniques with a procedure to ensure the accurate loading of parts into company delivery vehicles and contracted carriers and your customers will be happy with their quality ROE parts.

Gold Seal facilities stand behind their parts



Return Policies and Warranty Statements should be in writing and available at the time of purchase either in store or via eCommerce with reference on the invoice. Return Policy should include a minimum of 30 days for at least store credit or exchange. For ROE sheet metal parts customers should be offered a limited warranty against rust and corrosion for a one-year period from the date of purchase. For ROE mechanical parts the warranty should include a minimum 90-day warranty on parts. Customers buying mechanical parts should also be offered to purchase an extended warranty for at least one year on parts and limited labor. And of course, brokered ROE Parts have the same Return Policy and Warranty as the facility's ROE Parts policy.

Gold Seal facilities measure for continuous improvement



The final Gold Seal standards focus on evaluating whether you met the mark of providing good customer service through a customer satisfaction index (CSI) process. Since the inception of the Gold Seal program Customer Research, Inc., a service provider, has been available to conduct business-to-business telephone surveys of 25 customers for the reasonable price of \$175. Most Gold seal members participate in the survey process quarterly. At a minimum a Gold Seal member must survey their business clientele at least annually. To get started you can reach Tamara Fuller, Director of Business Development, Customer Research, Inc., at (800) 886-3472 X515 or TamaraF@customerresearch.com. More information is available at www.CustomerResearch.com.

Other methodologies may be used to conduct the customer satisfaction survey. The process is meant to focus the Gold Seal member on their shortcomings more so than to evaluate your participation in the program.

Downloadable resources may be found online at <https://aracertification.com/gold-seal>