

 The Company

Doug Chevrolet
Akron, Ohio

 The challenges

- Shops enrolled on RepairLink are looking up parts, but still phoning orders to dealer.
- Parts staff unsure of how to talk to shops about RepairLink

 The solution

OEC Performance Coaching

 The Results

- 179% increase in RepairLink transactions in a six month period following coaching
- 185% increase in dollar volume of transactions in a six month period following coaching

In-person coaching helped boost confidence and build shop relationships

Doug Chevrolet in Akron, Ohio, is a large dealership that has been focused on growing their wholesale business over the past several years. Although the dealership is enrolled in many OEC solutions, Treml wanted to make RepairLink a key focus of Doug's mechanical strategy.

"We needed a hands-on approach to address some of the areas of opportunity," Treml said. He and his staff enlisted the help of OEC Performance Coach Ryan Hopkins.

As a first step, working closely with Treml and his team, Hopkins assessed the current approach by spending time with them, evaluating usage metrics and reviewing internal processes. This helped him identify some areas for improvement, as well as some areas in which the dealership was having success. He then met with Treml at the dealership. "By meeting with Mike in person, I was able to take time to understand his current parts operation, where he wants to take his parts operation, and ultimately how OEC can help Mike sell more parts," Hopkins said.

"Customers really appreciated having an OEC expert on site. It took some of the excuses away from the shops that were hesitant to move forward."

- Mike Treml, Parts Manager
Doug Chevrolet

Based on his evaluation of the dealership's approach, Ryan focused on some key areas to better position Doug to achieve their goals with RepairLink:

- Coaching the parts team on talking with customers about RepairLink. The parts team gained confidence and greatly improved their conversations with shop customers as a result.
- Reviewing DMS purchase data and comparing it to OEC usage to identify group of target shops. Ryan helped them identify key

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customers who were using RepairLink for other OEMs, but not Doug Chevrolet, as well as other high volume buyers in their market area. These shops then became the target shops for Trembl and his team to focus on.

- Finally, scheduling appointments and conducting on-site visits with Doug’s wholesale staff. This helped the customers understand Doug’s commitment to improving their service levels and the value of using RepairLink to ensure a smooth process.

“Customers really appreciated having an OEC expert [on site],” Trembl said. “It took some of the excuses away from the shops that were hesitant to move forward.” Trembl also noted the education Hopkins was able to provide to the sales team, as well as sharing best practices.

“I found that the reps didn’t know how to approach the shops,” Hopkins said. “Once they understood more about the shop side, they became more confident.”

The Results

Working closely with Trembl and his team, Hopkins was able to help the parts team understand the needs of their mechanical shop customers and how RepairLink could help Doug elevate their level of service with key accounts. With this knowledge, the wholesale team was more confident to present RepairLink to their shops and discuss how RepairLink could positively impact their business, as well as the dealership. Through those efforts, along with

RepairLink Usage	Jan-July 2014	Jan-July 2015	% Increase
Transactions	229	640	179%
\$ of Transactions	\$21,034	\$60,012	185%

targeted shop visits based on DMS and RepairLink usage data, Doug was able to significantly increase shop order activity through CollisionLink in a year over year comparison.

“My experience with OEC was a 10 out of 10,” Trembl concluded. “[Hopkins] understands what it takes to make the OEC solutions successful and was able to bring that to the dealership to make us more successful.”