3 Ways Parts Managers Use Data to Improve
CUSTOMER SERVICE & SALES PERFORMANCE

The word "data" is used a bunch these days, but it's not always clear what "data" is or how it helps your business. Think of data as customer insights based on past interactions. When you think about data that way, you probably realize you have a wealth of data you can leverage to serve your customers and grow your parts business. Here are 3 ways dealerships use data to improve customer experience and increase performance.
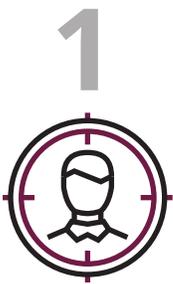
1 RETAINING CUSTOMERS

If you have a lot of customer data, it's probably a sign that your team provides strong customer service. The next step, however, is using data to benefit your parts department and your customers. BI tools help high-performing dealerships develop proactive relationships with customers and offer responsive, data-driven service by tracking buyer trends. The right BI tool provides easy-to-access data and clear, actionable information, giving your team the opportunity to strategically engage customers.

> **High-performing dealerships develop proactive relationships with customers and offer RESPONSIVE, DATA-DRIVEN SERVICE.**

2 MANAGING CUSTOMER RELATIONSHIPS

No one knows your customers like you do; you know their kids' names and birthdays. But the right BI solution takes customer knowledge to a new level. You should know what and when they buy, and, more importantly, when they're not buying. You likely know these things... even if you don't know you know them. The ideal BI solution functions as a data analytics tool and a CRM, unlocking actionable customer insights and helping your team manage customer accounts, including monitoring communications, tracking notes, and assigning responsibilities.

> **The ideal BI solution functions as a data management tool and a CRM, UNLOCKING ACTIONABLE CUSTOMER INSIGHTS.**

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3

ACHIEVING SALES GROWTH

If you've seen a sales spreadsheet, you know the numbers get large (which is good!) but hard to read. This makes strategy development difficult and it means you can miss critical information. When you use a BI tool to process sales data, you get increased access to actionable information, which allows you to identify growth areas and improve customer relationships. Dealerships using BI tools can see significant, game-changing increases in sales revenue and gross profit, however, this is only possible when the parts department can access refined, holistic data.

> **Dealerships using the right BI tool see significant, GAME-CHANGING INCREASES in sales revenue and gross profit.**

IT'S ALL IN THE DATA

It's been said that data tells a story. But data really tells many stories and they're all critical to increasing your parts sales business and enhancing customer relationships. That's why the right BI tool uses your data to help you:

1. Retain Customers   2. Manage Customer Relationships   3. Achieve Sales Growth

Whether you know it or not, you likely have a ton of data on your hands, but organizing data in a presentable way that provides the greatest benefit to the dealership? That's more challenging and requires a BI tool that produces actionable insights (i.e., the stuff you need to grow your business) and leads to strategic customer interactions that improve the parts sourcing experience.

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About OEC

OEConnection (OEC) is the leading automotive technology provider for OEM distribution networks. We enable automakers and dealerships around the world to deliver parts and service information quickly and accurately into the hands of repairers. Our solutions cover the collision, fleet, mechanical and retail segments, as well as the dealers' own service lanes, through a suite of parts cataloging, supply chain, pricing, ecommerce, service, data and business intelligence solutions. OEC serves 41 international auto brands, 30,000 dealers and more than 135,000 repair customers worldwide. OEC is headquartered in the greater Cleveland area at 4205 Highlander Parkway, Richfield, Ohio, USA, 44286.