

3 ways parts managers use data to improve customer service & sales performance



The Importance of Data in Your Business

The word “data” is used frequently in today’s business world, but it’s not always clear what “data” is or how it can be used to benefit 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. Business Intelligence (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.

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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 realize it. The ideal BI solution functions as a data analytics tool and a Customer Relationship Management (CRM) system, unlocking actionable customer insights and helping your team manage customer accounts. This includes monitoring communications, tracking notes, and assigning responsibilities.

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3. Achieving Sales Growth



If you've seen a sales spreadsheet, you know the numbers get pretty big, which is great, but can also be overwhelming and 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, allowing 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.

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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:

- Retain Customers
- Manage Customer Relationships
- Achieve Sales Growth

Whether you know it or not, you likely have a ton of data on your hands. However, effectively organizing data in a digestible way that benefits your dealership is challenging. Using a BI tool not only provides actionable insights essential for business growth, but also fosters strategic customer interactions and enhances the parts sourcing experience.



About OEC

OEC connects those involved in the vehicle parts and repair ecosystem so they finally have an easier way to get their job done. They get access to the network and data needed to transform selling, sourcing, leasing, managing, billing, and claims. Learn more about OEC at [OEConnection.com](https://oeconnection.com).