



The

Company:

Burnsville VW
Burnsville, MN



Das Auto.



**Burnsville
Volkswagen**

The Challenges:

- Phone and fax orders lead to chaotic environment for large-volume dealer
- Inability to see entire order limits sales conversion opportunities
- Some shops reluctant to order electronically from dealers with no OE parts programs

The Solution:

CollisionLink and VW's Genuine Advantage Parts Program

The Results:

- Less distractions, more focus on order fulfillment leads to higher CSI
- 10% reduction in parts returns
- 20% Conversion of non-OE parts – even before OE parts program in place
- 188 shops enrolled as primary customers of Burnsville... and growing

CollisionLink Helps Volkswagen Dealer Improve Parts Ordering Efficiency and Sell More OE Parts

Ringling phones, interrupted calls and on-hold waits are just part of doing business at the typical wholesale parts dealership. But at Minnesota's Burnsville Volkswagen, where the dealer's largest customers use CollisionLink online parts ordering, quiet phones are a sign of success. Sending orders electronically not only saves shop owners time, it allows Burnsville parts employees to handle orders on *their* schedule. And with minimal distraction, the dealership is able to fulfill many more orders.

"There is no way that we could handle our present volume of wholesale collision business with the staff that we have without CollisionLink," said **Parts Manager Erich Wunderlich**. "Our customers like it because we respond to their parts orders in a much more timely fashion. And we love having the ability to give each order 100% of our attention. If we do have a distraction, we can put it away until we have time to complete the order."



Well before the introduction of Volkswagen's discount parts program, Genuine Advantage, Wunderlich said his dealership has been successful at converting approximately 20% of non-OE parts using CollisionLink. Having the ability to see the entire estimate gives Burnsville Volkswagen the opportunity to sell parts that a shop might need right away to finish the repair.

"We may see that the shop is purchasing a bumper cover aftermarket, and we will say 'we've got that in stock today,'" Wunderlich said. "Using aftermarket, the shop knows that they are not going to see this part for four or five days, and they also know that when they get the part, chances are about 50-50 that it's going to be the right part... or a usable part. More times than not, they say 'Send it; we want to get this car fixed today'. Just the opportunity to have that conversation is huge."

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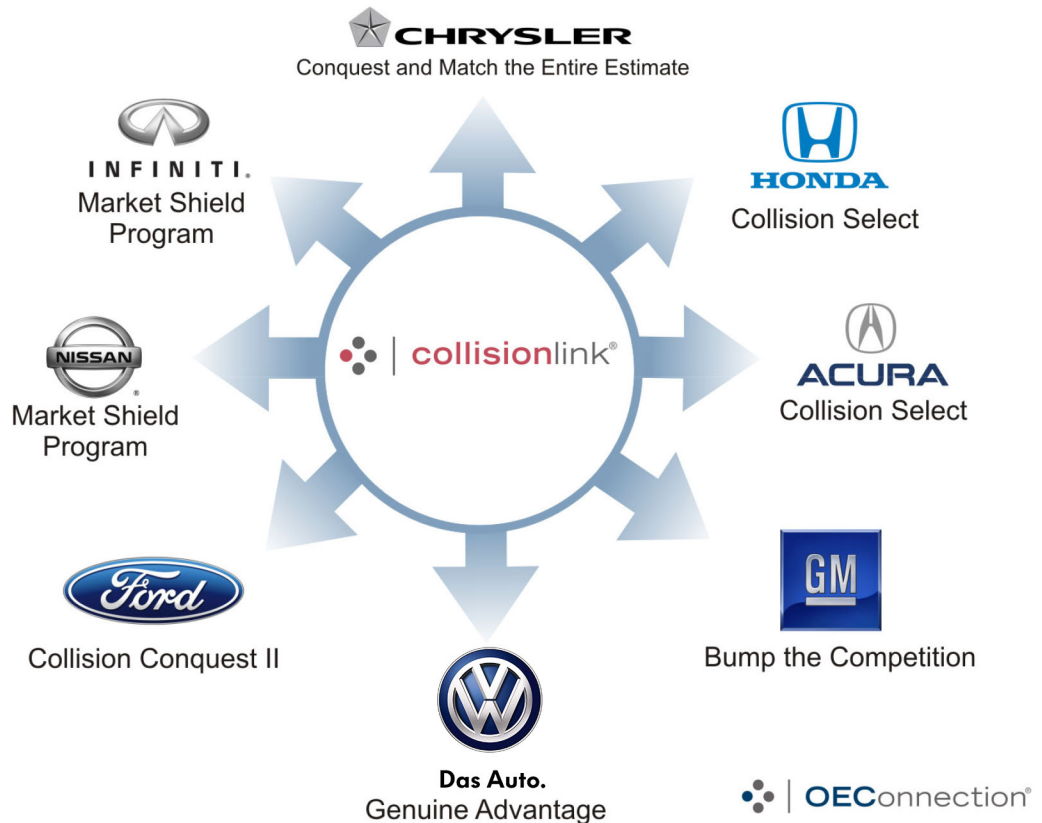
“... in order to guarantee success, we need to get the word out to shops that the program (Genuine Advantage) is available.”

CollisionLink also promotes parts ordering accuracy, Wunderlich said. “The ability to ask questions and have a record of the orders and those calls is incredible,” he explained. “Plus shops are able to use the notes functionality to help identify and order the right part. The data we are getting from them is coming to us in a much more accurate format,” he said. And when it comes to time-consuming, profit-draining parts returns, Wunderlich said, “There is no question that we have easily reduced returns by 10% or better.”

Anticipating the new revenue opportunities that Volkswagen’s Genuine Advantage OE parts program will provide, Wunderlich is also hopeful that he can increase the number of shop customers that utilize CollisionLink to order parts from Burnsville Volkswagen. Currently, the dealer has 188 shops enrolled. He commented, “A shop owner I talked to recently said he uses CollisionLink for all of the automaker brands that offer parts pricing programs; he called it a ‘no brainer.’”

Wunderlich added, “But in order to guarantee success, we need to get the word out to shops that the program is available.”

Automaker Parts Program



With the addition of Volkswagen’s Genuine Advantage program, collision shops can take advantage of eight automaker parts programs when they use CollisionLink to order OE parts instead of aftermarket.