



Company Profile:

Large wholesale crash parts business enrolled in Automaker Parts Marketing Programs... and not willing to leave money on the table.

The Challenges:

- Difficult to identify which shops are using CollisionLink or are receptive to online ordering
- No way of determining lost sales opportunities.
- How to encourage staff to maintain high level of OE parts sales

The Solution:

CollisionLink Plus with Collision Reporting

The Results:

- Parts Manager shares monthly sales results with staff, resulting in friendly competition for conversion sales
- With 40 transacting shops, Shop Report helps them focus on customers with highest % of conversions
- Market Comparison Report is used as sales tool to gain new shop customers
- Parts Analysis Report shows aftermarket parts that offer best OE sales opportunity
- Response time data has motivated Mile High to beat local and national averages... by a mile!

Collision Reporting Helps Wholesale Parts Dealership Push OE Sales Higher

Nationwide, thousands of wholesale parts dealerships are taking advantage of CollisionLink to sell more OE parts through automaker parts programs. Many of these dealerships understand that getting their shops online and using CollisionLink is the first step toward success. But how many businesses take the time to analyze their CollisionLink transactions and use that data to drive OE conversion sales?

Mile High Honda/Acura in Denver, Colorado, is one. And much like the area’s elevation, their wholesale parts sales stand high above the average. The dealership currently ranks first in “number of shops transacting” within CollisionLink on a monthly basis among Honda dealers and second among Acura dealers. They also consistently rank in the top ten for “highest conversion dollars” of all Honda and Acura dealerships nationwide.



Dane Rounkles, Mile High Wholesale Parts Manager, has been a satisfied CollisionLink customer for eight years. Eleven months ago he signed on to Collision Reporting. “The amount of non-OEM parts that we sold as OEM nearly tripled over the past six months, and we also went from 25 to 40 shops during that time period,” Dane said.

To what does he attribute this success? First, it has to do with the Collision Select program, which gives Mile High Honda/Acura the ability to offer factory products at prices competitive to aftermarket pricing. Second, it is OEConnection’s CollisionLink products that make it happen. Collision Reporting, in particular, has given Dane the tools to analyze his online transactions and make informed decisions to improve sales.

“Every day, I look at the market comparison report, and I use it to encourage my sales staff to stay on top,” Dane said. “I am able to show them that what they are doing is working – that their hard work is paying off.” Because Mile High’s Wholesale Parts Department prides itself on processing orders faster than its competitors, and providing customers with same-day or next-day parts delivery, Dane also relies on response time data within the report.

“Currently, our average time to acknowledge an order – which we define as the time it takes to receive *and* process an order – is 57 minutes,” Dane said. “By comparison, the market average is 172 minutes; the national average is 363 minutes, and that’s just to *acknowledge* an order. Our business revolves around service, so these numbers are key.”

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According to Dane, Collision Reporting provides a wide range of information that is not available through the dealership’s Dealer Management System. Within the shop report, for instance, he can see a summary of activity by shop, and then drill down into each shop’s data to uncover such details as:

- the dollar value of possible conversions,
- the net shop cost of all non-OE parts,
- the reimbursement amount from OE parts converted,
- the gross profit for OE parts converted, and so on.

He uses the shop report to identify shops that are most receptive to buying OE parts as an alternative to aftermarket parts. “Basically, we focus on the shops that I know are active or will want to follow through with the order,” Dane said. Collision Reporting, he added, also makes it easier to communicate with shops and educate them on the benefits of CollisionLink.

Dane has used the Part Analysis Report, which gives a detailed list of OE sales against aftermarket in a given period, to grow his per-customer dollar revenue. “I would show shops exactly how many aftermarket parts – bumper covers, for example – we quoted and sold in the last month,” he said. “When a shop sees that others are using the technology, and benefitting from it, they are more comfortable, and more receptive to the idea.”

With the numbers to prove it, Mile High’s Wholesale Parts Department is among an elite group of providers. Their success has less to do with the use of technology and more to do with *how* they use it.

“In the end, our business is all about customer service,” Dane said. “We know we can serve our customers faster and more efficiently and still maintain personal relationships, if they use CollisionLink to place orders. Our goal is to have them use it for *all* their parts orders. Collision Reporting is the tool that helps us analyze performance... and continuously improve.”