

The Impact of Great Customer Service

THUNDER DODGE

www.factorychryslerparts.com

The Challenge

Selling parts and accessories on an e-commerce site can be a complex undertaking. You've probably heard plenty of marketing noise about business solutions that focus on generating immediate sales. However, while generating immediate sales is important, long-term business success is even more important and takes

much more effort and a continued commitment not only from you, but also from your solution provider. Some providers will be helpful and active in the first few months, but will they be as committed to you and your business after six months, a year? You want to find a provider who will evolve with the market and be with you in the long run.

The Solution

With this in mind, we have asked **Chris Landreneau (internet parts manager at Thunder Dodge)** to tell us about his experience with SimplePart.

Chris, you've been working with us for seven years. That's a substantial amount of time to maintain a strong business relationship. Can you tell us how your relationship with SimplePart started?

We got started selling online back in 2011, and about a year or two later I got personally involved. Initially, we were making around \$15,000 - \$20,000 per month. Today, our website (www.factorychryslerparts.com) generates around ten times that. We've obviously had some success. It's had its challenges, but I have no complaints with you guys overall.

SimplePart is proud of the strong partnerships we're able to form with our clients. Can you tell us about your experience with SimplePart and what's unique about it?

Up until about a year or two ago, SimplePart was the only company I knew that was doing a strong e-commerce business. I've gotten some calls from other places and considered them. But after doing some research, I always found out SimplePart was still the top dog.

Also, you are known in the space for your great customer support; there is no comparison. I know whenever I call, I can ask for the specific support person I've been working with for years and they'll be available to speak to me. Working with SimplePart feels like a true relationship, like you guys are as invested in my success and business concerns as I am.

One of our core beliefs at SimplePart is that every dealer is different and has different needs. Can you tell us how our team has worked with you to meet your unique goals and needs?

You guys are always there for me, no matter what the request is, like how to use the Control Panel or how to optimize our website. Also, SimplePart goes the extra mile. They gave us an app that allowed us to take pictures of our parts so they could use them for our online catalog.

"SimplePart is always there for me. I call and they answer. They won't hang up until we solve the issue at hand."

Chris Landreneau, Thunder Dodge

You've been through some changes in the past few months. Can you tell us a little bit about those changes and how our team helped you through the process?

During our business transition and move to Florida, you guys helped out quite a bit. During the 3 ½ week transition, SimplePart kept our site up and running, and re-assigned our payment gateways to make sure everything was in order when things went back to normal. We're pretty stoked we were able to take an online store that was doing well in one area and make it work well in a completely different one.

We're honored to have worked with you for so many years, and we hope this relationship continues for many years to come. How do you see your partnership with SimplePart growing in the future?

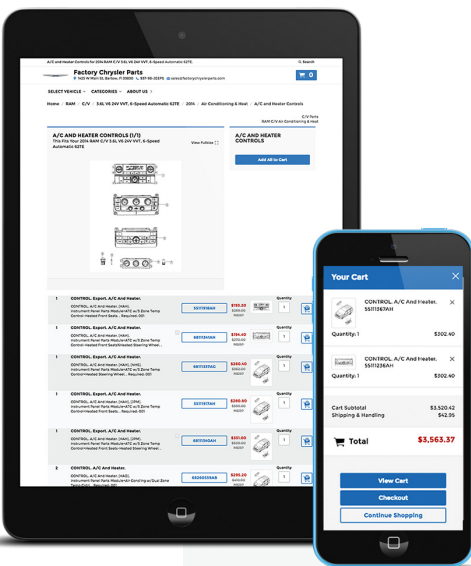
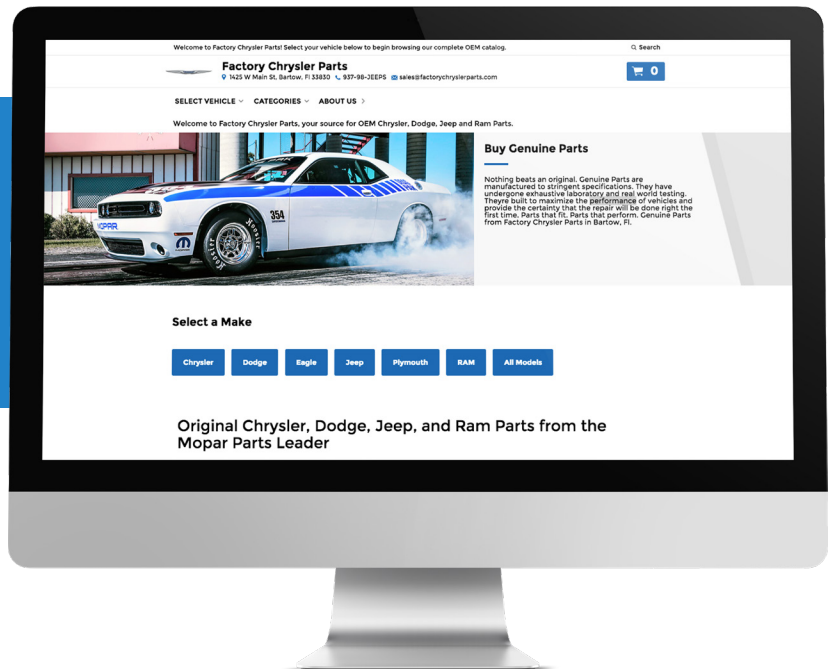
We definitely want to sell more parts! Soon we'll be in a bigger building, so we'll be able to do more and sell more, and we're definitely looking forward to doing that with your help.

It's been great working with SimplePart because it seems like every time we come to you guys with an

issue or something we'd like changed, you are able to easily take care of it. Also, we like the style of the new sites. They are a lot faster and a lot easier for us to use.

You guys have been great over the years, it had its quirks when it first started, but you have come a long way—and so have I—so I think we've learned from each other during this process. I can honestly say there's no way we would have had the success we've seen without the hard work SimplePart has put into e-commerce—and especially the support we've gotten from the SimplePart team.

As a result of SimplePart's continued commitment to Thunder Dodge, www.factorychryslerparts.com has consistently helped Chris Landreneau meet his goals and objectives for the last seven years.



www.factorychryslerparts.com **GO**

822,551,156 VISITORS SINCE 2011

EXPONENTIAL MONTHLY SALES GROWTH: 10x

SATISFIED CUSTOMER SINCE 2011