

Constant Contact Survey Results

Survey Name: Parts Trader Questionnaire 9/13

Response Status: Partial & Completed

Filter: None

Oct 04, 2013 10:56:58 AM

1. Has your parts department signed up for parts trader?

	Number of Response(s)	Response Ratio
Yes	30	100%
No	0	0%
No Responses	0	0%
Total	30	100%
7 Comment(s)		

2. Have you found the program to be easy to learn and use?

	Number of Response(s)	Response Ratio
Yes	19	63%
No	11	37%
No Responses	0	0%
Total	30	100%
6 Comment(s)		

3. Are your gross sales higher since you started using Parts Trader?

	Number of Response(s)	Response Ratio
Yes	1	3%
No	28	93%
No Responses	1	3%
Total	30	100%
6 Comment(s)		

4. Has your capture ratio improved since using Parts Trader?

	Number of Response(s)	Response Ratio
Yes	2	7%
No	27	90%
No Responses	1	3%
Total	30	100%
4 Comment(s)		

5. Has this process improved your relationship with existing clients?

	Number of Response(s)	Response Ratio
Yes	3	10%
No	27	90%
No Responses	0	0%
Total	30	100%
10 Comment(s)		

6. Has this process introduced you to new clients that will use your services?

	Number of Response(s)	Response Ratio
Yes	8	26.6%
No	21	70.0%
No Responses	1	3.3%
Total	30	100%
7 Comment(s)		

7. On a scale of 1-10, with 1 being poor and 10 being excellent, how would you rate Parts Trader overall?

respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Poor									Excellent
	12	2	5	3	3	1	1	3	0	0
	40%	7%	17%	10%	10%	3%	3%	10%	0%	0%
9 Comment(s)										

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1. Has your parts department signed up for parts trader? - Comments

Answer

like it or not, yes

We agreed to be a pilot store to see how the system worked.

WE ARE FORCED TO SIGN UP FOR THIS- IF WE GET CHARGED FOR IT LIKE RUMORS SUGGEST- ITS JUST ANOTHER WAY FOR THE INSURANCE CO TO SCREW US

We have but unwillingly

Only because our die hard loyal customers insisted that we be on the wretched program so that they may purchase from us.

Only signed up out of fear of loosing all opportunity for State Farm insured orders.

RELUCTANTLY

2. Have you found the program to be easy to learn and use? - Comments

Answer

The program will not integrate with DMS system causing more work to be performed by counterman. System is not difficult to use, but equates to twice the amount of work.

Very difficult system to use

MORE OR LESS- NO TRAINING

It is very time consuming & have not had a large return from it. Our thought & feelings towards this program is State Farm & Parts Trader are just trying to gather information.

From simple minds come simple products.

Portal is easy to use.

3. Are your gross sales higher since you started using Parts Trader? - Comments

Answer

LOT'S OF QUOTES NO SALES ONLY SALE ARE FROM OUR EXISTING CUSTOMERS WHO WE HAVE TO GIVE GREATER DISCOUNTS

No additional business has been gained.

The only Shop that has purchased from us on Parts Trader is our own body shop, & that's because it is mandatory through our corp office.

We are a well established dealership with lots of history with several body shops in the state. Our sales are already strong because of that history of providing our customers with service that exceeds their needs.

I am precisely tracking parts traitor activity. I have omitted shops that were ours to begin with and found a new sales base of 1.21% of our total wholesale and .92% of wholesale gross. Yawn.

We are losing customers to other dealers who are "whoring" their parts out at huge discounts.

4. Has your capture ratio improved since using Parts Trader? - Comments

Answer

WASTE OF TIME

We are getting "bids" but not many sales.

I have found that the businesses that use us already are more likely to accept the quote generated by us more often than someone new to us. If anything at all, it is creating more work to respond to the quotes requested than if the requester were allowed to just come to us in the first place. If the point is to underbid everyone, that does nothing to reflect the level of service we provide to our customers. Anyone can offer lower prices, but service will suffer from lack of profit.

Only the shopstittutes are relinquishing the business and only part time.

5. Has this process improved your relationship with existing clients? - Comments

Answer

WORSE THEY NOW HAVE LESS CHOICE OF WHERE THEY BUY

We actually like talking with our customers.

Phone conversations have increased due to errors and length of process.

Got Worse

ITS

The majority of our clients feel the same we do, that it is being forced upon them & they are not happy with it.

We provide exceptional service all the time, that is how we improve our relationship and grow our business.

Yes. They beg and plead for me to squash parts traitor which creates an air of codependency, like a big brother.

I have lost all personal connection with clients now that orders are internet based.

We have only received one quote request since signing up.

6. Has this process introduced you to new clients that will use your services? - Comments

Answer

NOT YET

Not sure if i'll get the Business but we are "bidding" for it

NO- WE JUST HAVE TO QUOTE ORDERS WHEN THE CUSTOMERS ARE JUST GOING TO USE THEIR OWN SUPPLIERS ANYWAY

All new clients have been in other states & do not use us due to shipping cost.

By being on a vendor list has given us exposure to businesses that may not have heard of us before.

If you are in California and Texas, yessir. Locally, no visible signs of improvement.

We've noticed that any quotes we get from new clients are going somewhere else.

7. On a scale of 1-10, with 1 being poor and 10 being excellent, how would you rate Parts Trader overall? - Comments

Answer

We have not seen a value in the program. We pride ourselves on relationships built with repairers throughout the years and find Partstrader to be an unnecessary part of our business. There are a lot of unanswered questions as to who will pay for the partstrader program and how that will affect established relationships and pricing models.

NO COMMENT

ITS A HUGE WASTE OF TIME WHEN WE ARE BUSY TO BEGIN WITH

It slows down the overall process and it disallows discount programs offered by GM.

I am rating them 1 & that is being generous. We find that the amount of time it takes to quote out orders is very time consuming & a complete waste of time with no return. Also it is very frustrating that we have to use them, & they are not able to give us an amount of what the product we are being forced to use is going to cost us.

The program is not without its benefits, but I think it undermines free enterprise and well established business relationships. I also find the time limits on the quote can lead to mistakes and ultimately longer repair times to correct the mistakes.

So far I am not a big fan, but will keep using it in order to retain the business that we must have to keep our business thriving.

Why should we pay a premium and per transaction fee to customers we have already earned? Of course with the reduction of OE parts, fees, and premiums going to SF's bottom line, they're reducing their customers' rates, right ??? This would be fascism, since the insurance industry is a government division under the affordable care act. Harsh, but open your mind.

We waste more time filling out quotes; with very few actually coming back and ordering.

It is very obvious what the purpose of PartsTrader is. And it is not a benefit to the dealer who needs to maintain a profitable wholesale business. This cancels any relationships based off good service and promotes the dealers who are willing to "whore" their parts out at little or no margin. The only beneficiary of this program is State Farm. I would be curious to see how much money they are saving off this

VERY CUMBERSOME AND SLOW VERY TIME CONSUMING ON LARGER ORDERS