



Implementing the right parts ordering system for your customers.

CUSTOMER PROFILE

A major global manufacturer of sports cars and components whose recent investment in a traditional eCommerce solution has led them to review their approach to aftersales and research alternative market-beating digital solutions.

THE BRIEF

- Increase the number of online part sales
- Reduce the number of phone and email part enquiries
- Reduce the number of incorrect part returns

SECTOR

Automotive

SOLUTION

Partful: Digital parts catalogue

[LEARN MORE ABOUT PARTFUL](#) ➤

BACKGROUND

A global automotive original equipment manufacturer (OEM) had invested in a traditional eCommerce system to support part sales. Traffic had increased but online sales decreased. The OEM realised the traditional approach was having a detrimental effect on user experience.

SamsonVT was approached by a global automotive manufacturer of sports cars to review their approach to aftersales.

The OEM had invested in a traditional eCommerce platform to support with part sales of their vehicles. They were receiving high levels of traffic to the website but had few completed orders and saw an increase in phone enquiries.

Correlating this with an increase in returned wrong parts, the OEM realised that the user experience of the parts catalogue was damaging their customer service and sales.

THE CHALLENGE

Enabling users to successfully order the correct OEM parts online, first time

Although implementing a new eCommerce platform, similar to their competitors, the OEM realised users were struggling to perform basic functions such as being able to:

- Identify the correct parts using the basic catalogue categorisations
- Understand where parts had new part numbers
- Order the correct parts, first time

It was important that the software could act as a single source of truth for both users and admins. It needed to be intuitive enough for first time users to correctly order parts for multiple projects, without the need for additional support from the help centre.

THE SOLUTION

An interactive 3D parts catalogue to simplify the identification and parts ordering process

SamsonVT began working with the OEM in January 2022. Since then, Partful has been successfully implemented, with its engineer-first parts ordering functionality.

Our main objective was to simplify the parts identification and ordering process to increase web part sales. Partful and its unique parts ordering experience was the best solution to remove the barriers created by the traditional eCommerce platform.

9 months later, the software has been implemented and feedback has been gathered across the company. We have worked with various Parts Managers to monitor how user behaviour has changed when ordering parts.

Easy to use admin portal for CAD uploads, user management and received orders

To maintain a single source of truth, Partful offers users a dedicated admin portal. The portal allows admins to make updates to users, upload CAD for new models and view received orders.

This easy to use portal also offers technical documents to support with CAD uploads and software management which was supported the transition of the OEM's users as they moved from the traditional eCommerce system to Partful.

Result of implementing Partful;

By implementing Partful, simplifying the parts ordering process and improving the user experience, the OEM was able to see an increase in revenue of 39% within 9 months. The OEM is now in a better position to focus on building an aftermarket experience its products deserve.

 "After implementing Partful we quickly experienced a decrease in daily service desk calls but found that part sales were on the rise."

Parts Manager

Utilisation of key Partful features to improve the customer experience and drive sales

- › Intuitive navigation
- › Simple to use search function
- › Historic parts details
- › Point and click parts ordering
- › Multiple shopping carts

RESULTS

39%

Parts revenue increase

9 months

to see return on investment

27%

decrease in parts returns



To find out more about Partful, or to arrange an informal discussion

Call: 0161 820 2115 or email: info@samsonvt.com