

Tonkin Parts Center and the CCC True® Parts Network

Tonkin Parts Center Uses the CCC True Parts Network to Bring an Improved Parts Ordering Experience to its Repair Customers

About Tonkin Parts Center

Tonkin Parts Center has been selling wholesale collision parts for over 50 years and is the largest OEM auto parts warehouse in the western United States. The warehouse is located in Portland, Oregon, and delivers OE parts nationally and locally including Audi, GMC, Chevrolet, Cadillac, Buick, Pontiac, Hummer, Saturn, Oldsmobile, Mopar, Chrysler, Jeep, Dodge, Fiat, Ford, Honda, Acura, Mazda, Hyundai, Kia, Toyota, Scion, Nissan, Subaru, and Infiniti automotive accessories & car parts.

Business Challenges

Business is booming for Tonkin Parts Center, but that doesn't mean there aren't business challenges to be resolved. For the parts dealer, accommodating the more than 2000 phone orders coming into its call center can be overwhelming, especially when you layer in the company's high standards for quality and service.

To try and gain more control over call volume while maintaining its service levels, Tonkin began looking for options to bring e-commerce to its parts ordering process.

"We've been thinking about e-commerce for several years," says Keith Burtram, Senior Manager, Tonkin Parts Center. "Our primary goal has been to make it easy for collision repairers to buy parts from us. We think the right parts e-commerce solution will do that, while allowing us to deliver the quality and service our collision repair customers have come to expect."

Early attempts at e-commerce didn't hit the mark for larger collision orders. "We started out with online catalogs. This approach has limitations in two significant ways - our customers still need to visit multiple parts websites to find the information they're looking for, and the data in the catalogs isn't always as complete as we would like."

Summary:

■ About Tonkin:

Largest auto parts warehouse in western U.S., representing 13 makes and over 120,000 part numbers in stock making up a \$15,000,000.00 inventory.

■ Challenge:

Deliver an easy-to-use e-commerce solution for collision repairers to order needed parts, while maintaining its high standards for quality and service.

■ Solution:

Integrate with the CCC True® Parts Network, effectively displaying the Tonkin parts inventory to existing and new collision repair customers while estimates are being written in the CCC ONE® solution.

■ Benefits:

Greater control over call volume, creating more opportunities for call center staff to focus on orders with complexity; increases in sales of nearly 4 percent* and a nearly 30 percent* increase in repairer participation through this preferred channel.

Solution

“We started talking to CCC and quickly realized that their parts solution was what we’d been looking for,” added Burtram.

Burtram is referring to the CCC True® Parts Network, a parts supplier platform that integrates directly with CCC’s collision repair software, allowing thousands of repairers to view and order parts from one system and in real time.

“The CCC solution is a winner because it’s integrated into the product that repairers already use, day-in and day-out. They don’t need to learn a new tool to do business with us, they simply view and purchase from our live inventory. They can even see our invoices, by PO#, in the same system.”

For Burtram, the integrated nature of the CCC solution means better data and a more focused customer service team.

“Because the data is real time, customers don’t have to call in to check parts availability – it’s right on their screen. We have a DMS-certified integration to CCC via WHI Solutions’ Nexpart platform that ensures we have a robust integration to CCC and a single place to manage our critical eCommerce channels. We have a very experienced call center team. We can now take full advantage of that expertise, focusing their time on more complex orders, quality control and general customer service.”

Benefits Realized

The CCC integrated and real-time parts ordering solution has positively impacted Tonkin’s sales volume and revenue. Burtram added, “we’re taking a series of steps internally to grow our business. The CCC solution has contributed to our success. In the last several months we’ve seen sales volume increase an average of 4 percent per month for those customers using the solution. And, more customers are adopting the CCC solution. We’re seeing a 30 percent increase, in customer usage, each month.

Added Burtram, “the shops that are using the solution to order parts from us really seem to like it. There are shops that are slower to adopt, but I think this is one of the industry’s ‘no-brainer’ solutions. This functionality already exists in the CCC product – the tool most shops already use. It shows available parts, pricing is upfront and invoices are posted automatically.”

**The CCC True Parts Network is a contributing factor to these benefits.*