

Relationships and Technology Drive Parts Sales for Zeigler Auto Group

The CCC TRUE® Parts Network provides Zeigler with a seamless connection to area repair facilities, helping them sell to more shops, more often.



Get connected
to sell more parts

Zeigler Auto Group - Great Team and Great Tools Keep Them on Top

Zeigler Auto Group is a fast-growing, innovative and successful business. Ranked among the top 100 “mega dealerships” in the nation, Zeigler is growing organically and through acquisition, and shows no signs of slowing down.

When it comes to OE parts sales, Zeigler is a leader in the markets it serves. According to Zeigler’s Parts Director, Tom Kellogg, “Strong relationships and keeping current with new technologies are what have made us successful. Our commitment to service and education makes customers want to do business with us, and the smart use of technology can make it easier for them to do so.”

This approach might explain Zeigler’s early adoption of CCC TRUE, the only parts ordering solution

that is embedded into the estimating and shop management software in use by thousands of repair facilities across U.S. CCC TRUE displays Zeigler’s parts inventories and pricing right within the CCC ONE® Repair Workflow solution, and users can select and place their orders with just a few clicks while writing their repair estimates.

According to Trevor McDonald, Appraiser and Office Manager at Collision Center of Marshall, MI, “We started using CCC TRUE to buy parts because it was easy. It’s right in the same program we use to write our estimates. We had never bought parts from Zeigler before, but when they showed up as an option in the CCC system, we started buying from them and will continue to do so. We wish all dealers were on the program.”

Summary:

■ About Zeigler Auto Group:

Zeigler Auto Group has been in business nearly 40 years and is ranked among the top 'mega dealers' in the country. It owns and operates 20 retail automotive dealerships, featuring Nissan®, Chevrolet, Fiat®, Honda, Ram®, Ford®, Lincoln®, Chrysler®, Dodge®, Jeep®, Mitsubishi, Maserati, Alfa Romeo and BMW.

■ Goal:

To sell more original equipment (OE) parts to more area repairers than anyone else, while providing leading customer service.

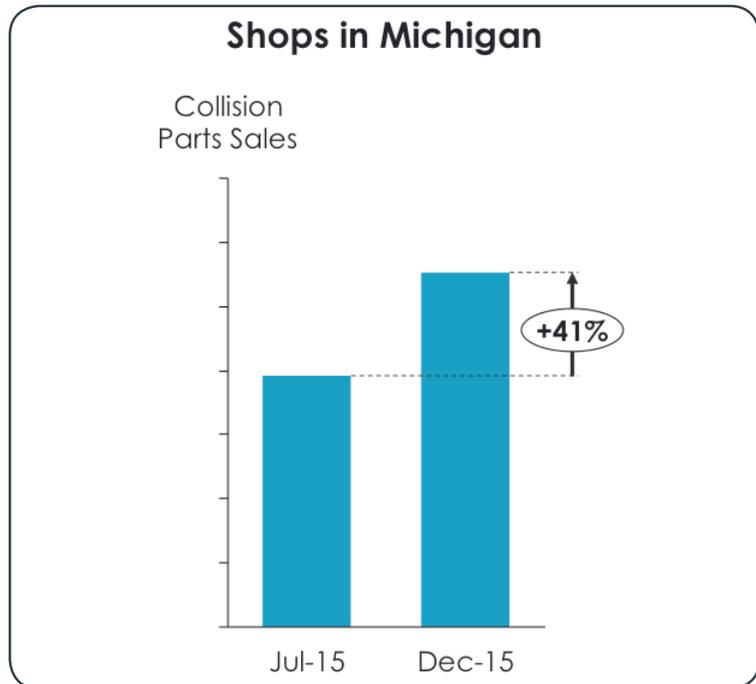
■ Solution:

Integrate with the CCC TRUE® Parts Network ("CCC True") to make it even easier for area repair facilities to purchase parts from Zeigler.

■ Benefits:

Zeigler gained exposure to repair facilities that have not previously purchased from them and made it even easier for existing repair customers to buy needed parts. Early results on Zeigler's use of CCC TRUE shows a 41 percent increase in parts sales to new and existing repair shop customers.

Figure 1



The Collision Center of Marshall isn't alone. In Western Michigan, where Zeigler has implemented CCC TRUE, the parts business has seen a 41 percent increase in sales volume from new and existing repair facility customers. *See Figure 1.*

Kellogg added: "The numbers are impressive and we're excited by these early results. CCC TRUE offers a seamless connection between us and area shops. We think the use of the solution, combined with our commitment to fostering strong repairer relationships, puts us in a very competitive position."

Added McDonald, "We've been using CCC TRUE to buy all the parts we need, aftermarket, recycled and OE. The system makes parts ordering easier and more accurate, and it saves us time. I love it."

CCC's repairer solutions are in use by more than 22,000 repair facilities across the U.S. CCC's software functions similarly to dealer management software in that it's the backbone of the operation with repairers using the tool throughout each day to perform business critical functions, including, writing estimates, managing shop workflow, production schedules, and ordering parts. CCC solutions are supported by more than 60 field representatives visiting shops every day.