

## Skeptical Shop Manager Converted; PartsTrader Grows Business



Car Craft Auto Body in Bethany, OK participated in a pilot program that tested the PartsTrader/Nexsys integration.

*“When Wade began to use the PartsTrader-Nexsys integration to source parts, he began to increase his gross profit margin on parts by locating new suppliers. He noted the improved accountability of vendors was a huge positive, as was creating a more competitive marketplace.”*

### The Challenge

PartsTrader, the online platform that allows repair shops to search for collision parts and compare multiple suppliers at the same time, was developing an integration for the Nexsys Collision repair management and accounting platform. The joint integration intended to consolidate disjointed workflows into one streamlined approach that would yield an increase in profit margins, reduce complexity, and improve the customer experience.

### The Skeptical General Manager

With initial development near completion, PartsTrader approached Car Craft Auto Body as an ideal location to pilot the PartsTrader/Nexsys integration. If a company like Car Craft successfully implemented this new integration, similar collision repairers could also see the extensive benefits of adopting the PartsTrader platform.



General Manager Wade Snook put the PartsTrader/Nexsys integration through rigorous testing in his shop.

Car Craft, with four locations throughout Oklahoma City Metro Area, agreed to the pilot, despite its bias against the PartsTrader platform. Wade Snook, General Manager for the Bethany location, agreed to pilot the integration but firmly asserted his skepticism about using the PartsTrader platform.

When PartsTrader asked Car Craft to participate in the pilot program, Wade commented, “I have been in the business since 1997, and just because we have done things the same way since then, it doesn’t mean it’s the right way. I believe in constant improvement, and if this will help us improve, I am all for it.” The repair shop agreed to collaborate and expand the shop’s use of PartsTrader beyond the existing limited use. The initial pilot term would be one week before assessing any results, positive and negative.

### Data Converts the Skeptics

Within a few days of the Car Craft pilot, Wade saw clear data that validated the benefits of using the PartsTrader/Nexsys integration. The shop realized better profit margins, and increased profits from parts procurement. Additionally, Parts Manager Chris Brown and his team could work through one workflow. This translated to fewer emails, phone calls and less time spent on hold waiting for part confirmations—in essence, time devoted to parts sourcing became significantly more efficient. The changes allowed the shop to focus on other priorities, whether it was tending to customers or focusing on repairs.

## A Competitive Market Improves Gross Margin

Before the implementation, the shop typically procured parts from the same group of trusted vendors. Once Car Craft began to use the PartsTrader/Nexsys integration to acquire parts, the shop began to increase the gross profit margin on parts because a larger supplier pool added competitive tension to the procurement process. Wade noted the improved accountability of vendors was a huge positive, as was creating a more competitive market place. "I think the PartsTrader/Nexsys product is something special. It creates a competitive edge and will change the business, nationwide," commented Wade.

## 180 Degree Turnaround

The complete turnaround for Wade, who just a few days prior was one of PartsTrader's toughest critics, even shocked himself when he said, "I never thought PartsTrader would grow my business so quickly and so easily. While tough to admit, I am a believer."

What was once a sparingly used system, now handles 95% of all Car Craft parts procurement transactions. Wade's final thought, "I'm never going back to the old way! I can't move forward in my business without the PartsTrader/Nexsys integration."

Chris agreed with Wade; he said, "As long as the software is an option, I am going to use it. I love it as the Parts Manager." Chris also recognized another benefit of the software noting, "Recently we have been operating ahead of schedule as we have acclimated to the new system."

## Car Craft gained:

- Increase in gross profit margins
- More accurate ordering
- More efficient ordering process
- Improved customer service
- Increase in vendor accountability
- Better price matching
- Introduction of new vendors
- Better vendor accountability
- Quicker turnaround in repair shop
- Reduction in lag-time waiting for parts delivery
- More versatility in ordering

Job #	Customer	Insurance	Make	Model	B Price	P Price	B Price	P Price	MPG	CF	Total	Parts Source
1	900324 Hayes, TC17	GEICO	Cadillac	CADRY	12.1	9.3	23.4	23.4	1		2,544	PartsTrader
2	900323 Hayes, TC16	Progressive	Unknown	CADRY CE	18.7	13.3	32.0	32.0	1		5,355	PartsTrader
3	900322 Hayes, TC15	Allstate Ins...	Unknown	SANTA FE 412 GL3	26.6	12.3	38.9	38.9	1		4,520	PartsTrader
4	900321 Hayes, TC14	GEICO	Unknown	PILOT 404 EE	18.2	6.1	15.3	15.3	1		2,055	PartsTrader

Users can learn the status of any PartsTrader job with just a glance within the Nexsys platform



## The Numbers

- 1 unified workflow
- 2-day training
- 7-day initial pilot program
- 10% increase in monthly profit
- 10-15% increase in gross profit margin on parts
- 95% utilization of PartsTrader/Nexsys in one month



The Car Craft Auto Body team in Bethany, OK, including Parts Manager Chris Brown (far left) and Shop Manager Wade Snook (far right).

To gain results like this, contact  
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