

ACTIVANT

COVER-TO-COVER PROVIDES A COMPETITIVE EDGE FOR EASTOVER AUTO SUPPLY



Executive Summary

Eastover Auto Supply learned about Activant Cover-to-Cover™ (C-to-C) from their distributor, Hahn Automotive. After using it for just a short while, Eastover Auto immediately recognized the value of C-to-C resulting from timesavings, fewer returns and most important—increased customer satisfaction in a competitive market.

Taking C-to-C beyond part selection, Eastover Auto uses C-to-C images and information for marketing and sales initiatives.

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Hahn Automotive Helps Increase Jobber Efficiency and Sales

Eastover Auto Supply is the largest single jobber served by Hahn Automotive—a large aftermarket parts distributor serving independent jobbers and 83 company locations in the eastern seaboard and Midwest. Hahn's customer support manager, Mark Clausen has the mission to help Hahn customers increase efficiency and sales. After Mark saw Cover-to-Cover, he recognized the value for his key customers, with Eastover Auto at the top of that list. "Soon after I saw a demo of C-to-C, Will Foreman of Eastover Auto was one of the first jobbers I got on the system. Over the phone, I walked Will through the installation and in minutes he was proficient at C-to-C," recalls Mark.

Eastover Auto is located in a prime area for aftermarket auto supplies. Situated in a mid to lower income area outside of DC, residents have older vehicles requiring frequent maintenance that they either repair themselves or take to a local installer. Dealer service isn't a widely used option. Owner Will Foreman purchased the store from Hahn in 1981. A proponent of technology solutions, Will has built Eastover Auto into a state-of-the-art business that combines knowledge and technology to deliver superior customer service.

Activant Cover-to-Cover – The Evolution in Part Selection

Within minutes after installing C-to-C, the benefits were obvious to Will. "Many customers come in or call knowing roughly what part they need, but not its name. From our Activant J-CON® system, just a couple of keystrokes delivers a picture or diagram of a part. We often open two or three part pictures for side-by-side comparisons," explains Will Foreman, owner, Eastover Auto Supply. "It is much more efficient than pulling parts from the warehouse and explaining the subtle differences over the phone. Now we send the pictures via e-mail or show an in-store customer the screen. Having the photos at our disposal provides us the opportunity to help the customer purchase the correct part. Together we decide on the correct part and only pull one part out of the warehouse, which eliminates the need to return rejected parts to their proper shelf location and more important, the customer leaves with the correct part on the first visit."

PROFILE

Headquarters: Oxon Hill, Maryland

Annual Sales: Over \$2 million

Sales Breakdown: 65% wholesale,
35% retail

Number of Employees: 23

Locations: 1

Founded: 1981

Affiliation: Auto Value

"As customers see Cover-to-Cover in action at our store, they'll stop wasting their time at local chain stores. With C-to-C, we are providing services that our competition cannot."

WILL FOREMAN
OWNER

EASTOVER AUTO SUPPLY

DISTRIBUTOR



The ability to select the correct part the first time sets Eastover Auto apart from its competitors. "As customers see C-to-C in action at our store, they'll stop wasting their time at local chain stores. With C-to-C, we are providing services that our competitors cannot. Customers' time is valuable and if we can meet their needs quickly and accurately, we'll keep their business," asserts Will. "Also in our area, we often have customers come in that don't speak English. C-to-C helps us serve them by using pictures." After a short period of testing, Eastover Auto is installing C-to-C on all five workstations at the counter.

Inventory accuracy and fewer returns are a direct result of correct part selection. "With C-to-C, we're eliminating unnecessary trips to deliver wrong parts. We have fewer returns to process and fewer parts to take back into inventory and then return to Hahn. The customer is happier, we're saving time and money, and Hahn has fewer returns from us. It's a three-way win," continues Will.

Printed Catalogs and Buyer's Guides Can't Keep Pace

Activant PartExpert® is the industry leading electronic parts catalog. Activant Cover-to-Cover is a revolutionary enhancement that offers accurate pictures, diagrams and documentation. Prior to C-to-C, when pictures or diagrams were needed to clarify a part choice, options were limited to outdated printed buyer's guides or manufacturer part lists. That's where C-to-C shines. "Relying on manufacturers to print catalogs with pictures doesn't work. The information is simply outdated by the time it's published. C-to-C is a good system that's filled with current information and pictures. It's the future," states Will.

C-to-C as a Marketing and Sales Tool

Eastover Auto is using the pictures in C-to-C for marketing and sales activities beyond part selection. Will is using C-to-C pictures to create sale flyers and is planning e-mail promotions containing C-to-C images. By collecting e-mail addresses as they send pictures to customers, Eastover Auto is building its e-mail list. Ultimately, Eastover Auto will have a robust e-mail marketing system initially sparked by C-to-C.

Another interesting use of C-to-C is how Will uses C-to-C images and data to build sales profiles for selling on eBay. "We're trying to do business through the front door, out the back door and via the Internet. I recently sold an antique carburetor on eBay. It was brand-new, but too old to return and wouldn't be sold to our customer base anytime soon. The description, cross-references and the picture were taken from C-to-C in a matter of seconds," describes Will. "We sold a part that otherwise would have occupied shelf space for a long time. C-to-C makes it easy to move unusual or overstocked inventory."



Inventory accuracy and fewer returns are a direct result of correct part selection, using Cover-to-Cover.

ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity, and analytics. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

To learn more about this or other Activant products and services, please call 888.463.4700.



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