



## Case Study: Bill Smith Auto Parts

Recycled parts business finds new markets and increases sales 65%. Online channel now outsells multiple store locations

### Background:

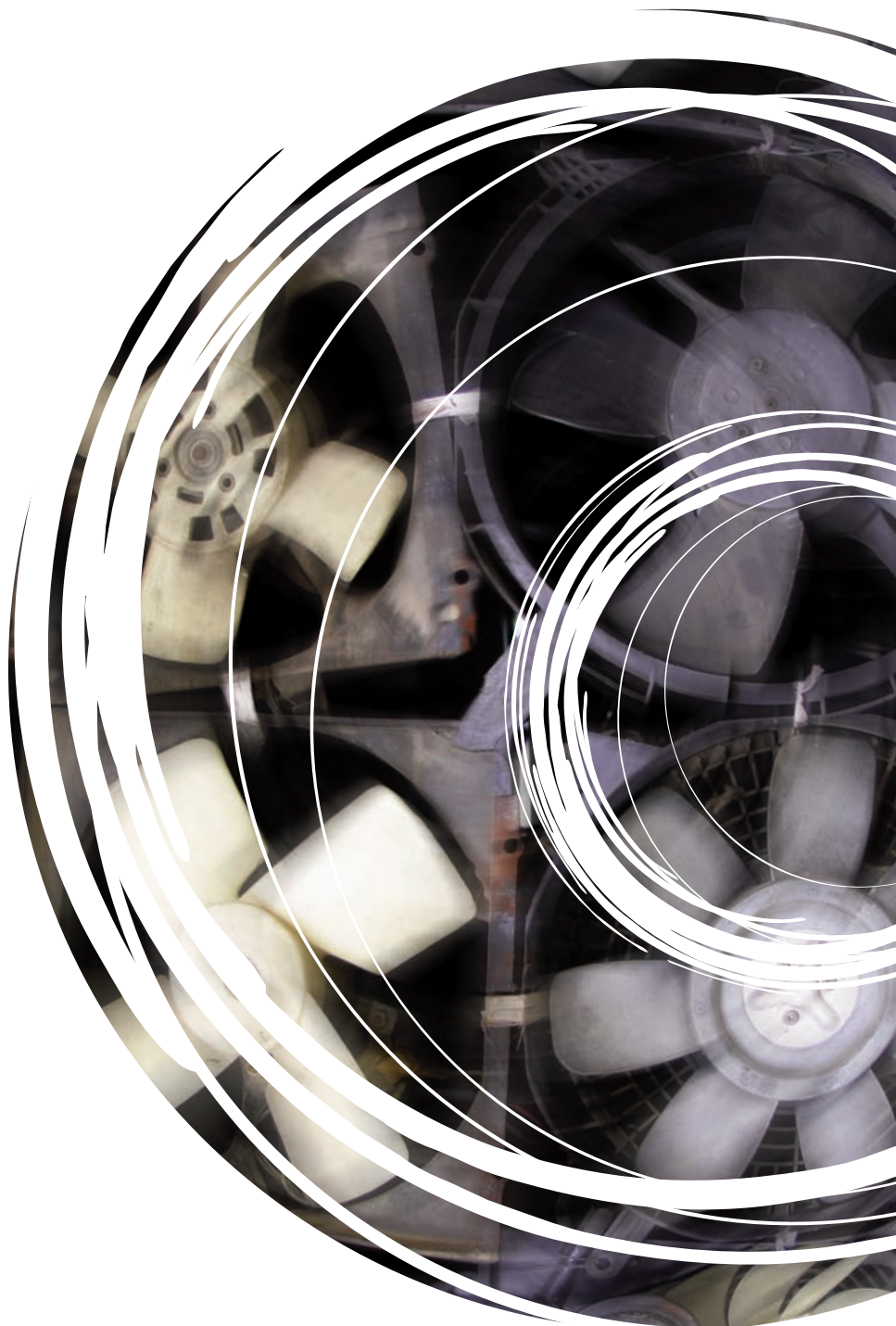
Bill Smith Auto Parts is a family-run business established in 1929 that has grown to four locations throughout southern Illinois and southeastern Wisconsin. Although selling quality parts to local markets is a large portion of their business, they also sell used vehicles, rebuild and sell vehicles to the public, provide repair service, and offer auto body work. Their business includes scrap and dismantling facilities. Bill Smith Auto Parts specializes in providing parts and service to early model vehicles and has been selling them online for 4 years, with 45,000 parts sold and growing. Reversing sales declines due to the economic downturn is the yard's biggest challenge.

### Hollander Solutions:

Hollander e-Link™  
Hollander Powerlink®  
Hollander EDEN®

### Key Results:

- » Increased Sales
- » Increased Profits
- » Access to new customers
- » More Parts listed online
- » Systems integration



# Case Study: Bill Smith Auto Parts

## Challenge

**Reverse declining sales due to economic downturn and increased pressure from local, larger competitors.**

In recent years Bill Smith Auto Parts started to see their sales decline. The downturn was caused by the general downturn in the economy as well as, increased local, large competitors. When the economy crumbled, the price of scrap took a dive and sales tanked.

Bill Smith Auto Parts began to focus on their parts business. Bill Smith Auto Parts had taken steps to get sales back on track by selling to other automotive recyclers, but they wanted to eliminate geographic limits and sell to any buyer, anywhere, and at any time. They began selling their surplus on eBay, but after several years, the challenge of keeping online listings in sync with physical inventory was taking its toll. Even listing 100 parts on eBay was barely manageable. Removing items that had been sold in one of their four physical locations from eBay manually required too much time.

## Hollander Solution

**Risk free, fully integrated online sales channel built for efficiency.**

After using a reputable, standard off-the-shelf solution and considering other options, Bill Smith Auto Parts chose Hollander because the solution is customized for automotive recyclers. They considered other options, but Hollander e-Link was the clear winner because it is simple and easy to use and turbo-charges selling on eBay.

Michelle McMasters is helping to transform Bill Smith Auto Parts by selling more parts online. Bill Smith Auto Parts now has a busy “online counter” because Hollander e-Link simplifies and automates bulk listing of parts for sale. This makes listing thousands of parts as simple as

pointing and clicking. As Michelle McMasters put it, “Hollander Powerlink hits the mark.”

According to McMasters, Hollander e-Link goes one beyond the competitors and provides the “missing link”, synchronizing online sales with traditional counter sales. This means that Bill Smith Auto Parts can eliminate having to keep separate books for the online business.

Prior to using Hollander, they had difficulty justifying selling online because of the up-front costs. With Hollander’s exclusive agreement with eBay, Bill Smith Auto Parts now lists thousands of parts absolutely free. There are no listing fees, integration fees, online store fees or commissions. Now Bill Smith Auto Parts only pays when an item sells saving them thousands of dollars every month.

“Selling parts via Hollander e-Link is cost effective—I don’t pay for listing... I only pay when a part is sold!” Plus, when a part is sold at the front counter, Hollander e-Link *automatically* removes it from eBay. With Hollander e-Link I know that my *available* inventory is accurately listed on eBay.”

**Michelle McMasters**, International eBay Sales Manager,  
Bill Smith Auto Parts

## Results

### More Parts listed increased sales

The team at Bill Smith Auto Parts did their homework and knew that Hollander e-Link would significantly improve their ability to sell online. But, even they were amazed that the solution nearly doubled their online business.

With Hollander e-Link, Bill Smith Auto Parts now easily lists over 50% of their inventory on eBay. Best of all, by selling online, they are “open” 24 hours a day, every day. They even make money in the middle of the night!

### Increased Profits with Risk-free Selling

Because of Hollander’s exclusive agreement with eBay, Bill Smith Auto Parts has no up front costs – no integration costs or listing costs, online sales have also saved them from commission. They only pay when a sale is made and enjoy lower sales costs selling online.

### Access to New Customers

By retaining their core business approach of selling quality-checked parts, but changing their sales strategy, Bill Smith Auto Parts now sells to a worldwide market 24 hours a day, 365 days a year – they have access to new customers by selling online. As a bonus, Bill Smith Auto Parts now has an advantage over their traditional competitors.

Bill Smith Auto Parts also find that online buyers are easier to satisfy. If a recycled part doesn’t meet the buyer’s expectation, often a small, partial discount achieves customer

satisfaction. Plus, online buyers have a different delivery time expectations than traditional counter customers. Since the buyer could be anywhere in the world, they usually are comfortable with waiting a few days whereas, counter customers typically expect to leave with the part.

### Integrated Order Management

Powerlink integrates eBay sales into its order production and reporting workflow. This eliminates the need for separate sets of books, improving productivity. All sales, online and store, now flow into a single, unified system.

### Automated Synchronization and Accurate Inventory

In three months, Hollander e-Link gave Bill Smith Auto Parts the means to increase the number of parts for sale on eBay to over 45,000! Before Hollander e-Link, keeping eBay listings in sync with physical inventory was a huge effort that was not working. When a part is sold at the counter, Hollander e-Link immediately delists the part on eBay. When a part is sold online, e-Link immediately removes the part from available inventory. Automatic synchronizing of online sales with counter sales improves customer satisfaction and eliminates wild goose chases.

### Streamlined Listing

Hollander e-Link eliminated all manual listing of parts – no cutting and pasting. Everything is point and click and all information is always available.

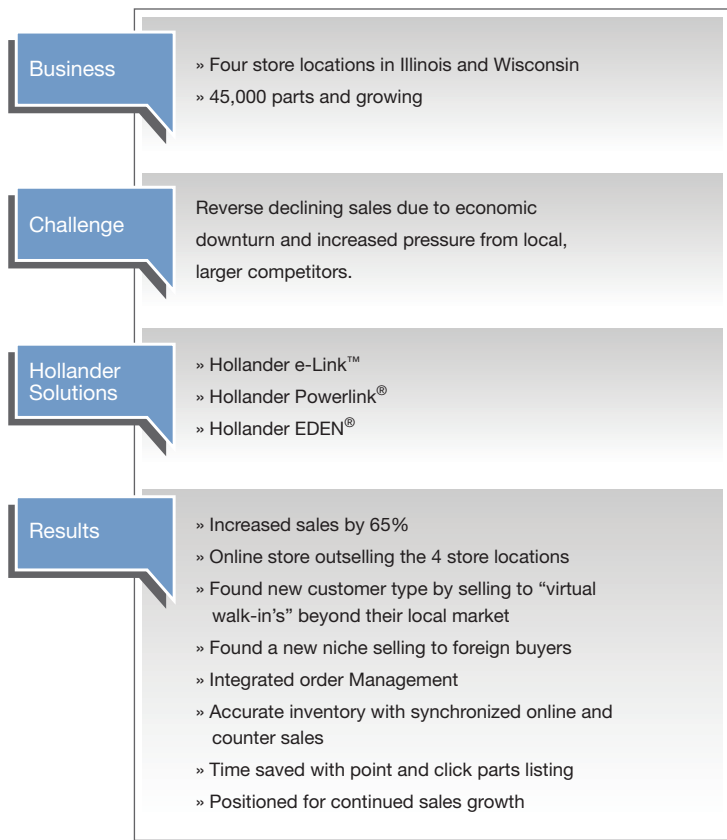
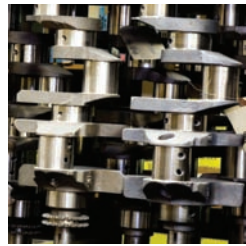


# About Hollander

Since 1934, Hollander has delivered trusted business solutions to the automotive recycling industry. The Hollander Interchange is the most widely used database to identify automotive parts that interchange, setting the industry standard for communicating part fitment and availability. Today more than 10,000 automotive recyclers rely on Hollander products – from yard management solutions to parts databases. Hollander is part of Solera Holdings, Inc., an integrated group of leading automotive claims solutions companies.



## Case Study Summary: Bill Smith Auto Parts



### Call a Sales Rep Today

For more information  
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