



INVITE SPECIAL ORDER PARTS MARKETING

Reduce special parts inventory and increase service department efficiency and profitability.

Run a more efficient, optimized, and profitable service department when you reduce your special order parts inventory. Whether warranty-related or requested by a customer, special order parts account for at least 20 percent of a dealership's monthly parts sales.¹ However, special order parts also tend to take up valuable inventory space, and can reduce the profitability of repairs and waste capital if customers never return to complete the service.

Increase your service department's efficiency and profitability, while also decreasing the time special order parts sit on your shelves by sending automated notifications to customers when special order parts arrive with Invite Special Order Parts Marketing. Automated email notifications and tasks for your BDC team expedite your customers' return for service and frees up valuable service department time, otherwise spent trying to track down customers. Invite Special Order Parts Marketing also helps minimized the risk of customers slipping through the cracks, either due to oversight or failure to follow-up.

Reduce your special order parts inventory and expedite your customers' return to the service department. With Invite Special Order Parts, you can remind your customers to return for service without any manual effort, while mitigating the risk inherent with special order parts inventory, making your service department more efficient, productive, and profitable.

20%

Special order parts account for at least 20% of a dealership's monthly parts sales.²

30%

of dealership's on-hand parts inventory is made up of special order parts that fail to make it to customers.³

5%

Storage costs can amount to an additional 5% on top of inventory value.⁴

1. <https://www.autonews.com/article/20170821/RETAIL05/170829987/growing-parts-numbers-tough-return-rules-demand-careful-planning-of-orders>
2. <https://www.autonews.com/article/20170821/RETAIL05/170829987/growing-parts-numbers-tough-return-rules-demand-careful-planning-of-orders>
3. <https://www.partsedge.com/2018/06/are-special-orders-causing-your-obsolence-to-grow/>
4. <https://www.wardsauto.com/news-analysis/get-grip-parts-inventory>

Learn more at [Xtime.com](https://www.xtime.com)

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