

## AUDI WILMINGTON SPOTLIGHT

Parts Manager of Audi Wilmington, Frank Costa Turns Fraud Orders Into Minced Meat While Taking His Parts Business Nationwide With eCommerce!

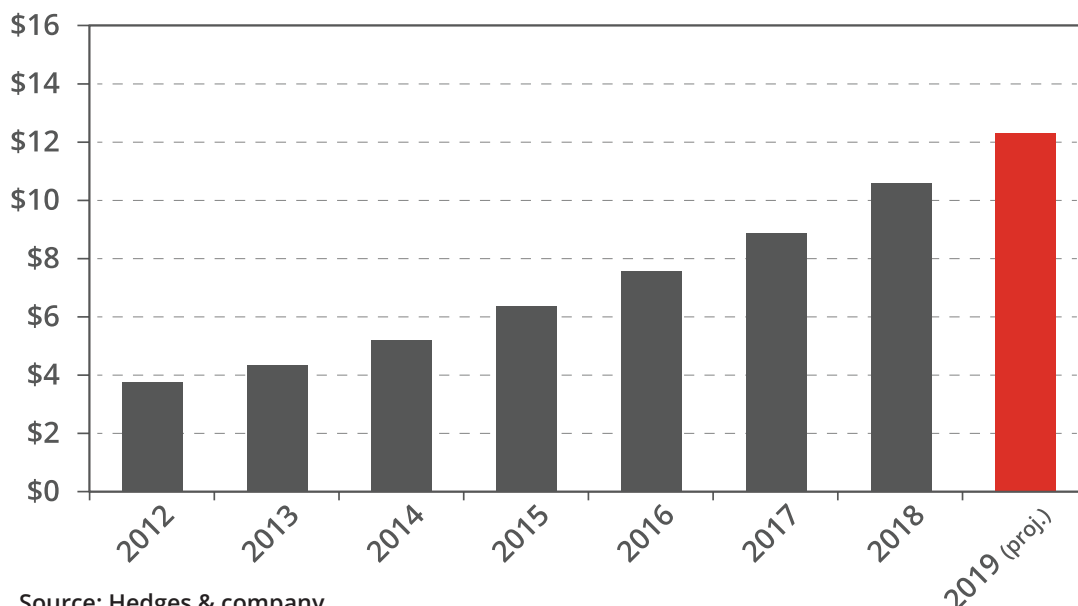
Frank Costa is the kind of guy who wakes up every day with the mission to do better than he did yesterday. That's the work ethic he brings to managing the Parts Department at Audi Wilmington, Delaware.

Frank knows that all kinds of commerce are transitioning to online marketplaces, but he believes that OEM auto parts are particularly good for online sales, "I usually like to hold things in my hand before I buy them, but car parts are different because you know what you're getting every time. Shoppers love the convenience factor of being able to order car parts from their couch," he says. Frank knows best—and he's right! More and more auto parts are being sold online. In fact, in 2019, online auto parts sales are expected to more than double since 2015.



Frank Costa is a huge dog lover. When Frank retires from the automotive industry, he plans to dedicate his time to animal rescue.

Online Sales of New Parts & Accessories,  
Excluding Online Auctions (\$Billions)



Source: Hedges & company  
January 2019 Analysis

“That’s the future. Regular stores all over the place are shutting down because they can’t compete with the future of shopping,” he says, “everybody’s doing everything online. So are my wife and daughters—they’re always buying something online!”

Moving to the RevolutionParts eCommerce platform back in July 2018 had it’s growing pains but Frank was able to strategize to make it work for him and his Parts Department. “Once we started eCommerce, I got to move away from the counter and focus on managing.” Frank found after overcoming the initial challenges, that the platform is very manageable: “It’s not difficult. In the beginning, it was a little overwhelming but I was able to prioritize the important things. You just have to change your strategies a little bit.” This is the type of tenacity and go-getter attitude that has won Frank success with selling OE auto parts online.

Frank has had great success in avoiding fraudulent orders after switching from a competitor to the RevolutionParts platform. “We got burned twice with another company, coming out to \$3,000 lost,” Frank says. Because the first eCommerce company he tried didn’t provide a fraud score with each order, Frank wasn’t seeing the red flags when an order looked like a fraud. Now with RevolutionParts he gets a fraud score on every order that alerts him when something seems fishy.

Frank also raves about RevolutionParts’ Marketing Agency: “We’re shipping things to California and Hawaii and beyond. The Marketing Agency has really given our business a far reach.” Another one of Frank’s favorite features is the streamlined pricing and shipping solutions: “We use USPS now and we’re making a profit on shipping. The way Revolution[Parts] has their pricing set up on a scale system makes it easier to profit on every part sold.”

“ I usually like to hold things in my hand before I buy them, but car parts are different because you know what you’re getting every time. Shoppers love the convenience factor of being able to order car parts from their couch. ”

— Frank Costa,  
Parts Manager of Audi Wilmington

