



# RevolutionParts Case Study with South Chicago Dodge Dealership sees 125% growth rate

3-MONTH GROWTH RATE:

125%

3<sup>RD</sup> MONTH SALES:

\$9,000

AVG ORDER AMOUNT:

\$140.00

## Background:

For years, South Chicago Dodge Chrysler Jeep has been serving the communities of Oak Lawn, Orland Park, and Skokie with great customer service for parts and vehicles. Looking for add another avenue for sales, the team decided to explore selling auto parts online with an eCommerce solution that was straightforward and easy to learn.

## Challenges:

Wanting to open up a new avenue for sales, South Chicago Dodge decided to expand their reach online. The parts manager at the dealership, Sam Schweiger, had a little bit of experience in parts eCommerce, but selling online seemed to be more hassle than it was worth.

Shipping on their parts store was difficult to manage, and sales on eBay Motors were too slow—in fact, they sometimes lost more than they gained. But Sam and his team knew the internet was a growing segment of the automotive industry and they weren't ready to give up. So they continued to accept the losses, hoping it would just take more time to see results.

## Solution:

After waiting years to see results, the team at South Chicago Dodge decided to find a new way to sell auto parts online. RevolutionParts came recommended from another dealership, so they signed up and launched a new parts store.

Learning how to manage the new platform went smoothly, and if he needed help, support was

always just a phone call away. It was the perfect fit for Sam, who was eager to learn more tricks for improving his performance and making more sales. "The team at RevolutionParts is very helpful and knowledgeable," Sam says. "It's a pleasure doing business with them. Every problem I've come up with, they've given me a solution."

Sam has already noticed some distinct changes to the orders coming in. His parts store is only three months old, but he's seeing sales across the world, from Australia to Canada. He's also selling to repeat customers—including a man who was happy enough with Sam's web store that he kept returning there to shop.

Sam no longer struggles with handling shipping like he did in the past. RevolutionParts automatically calculates shipping estimates, making it easy to set an accurate price. He and one other employee handle the entire process, from fulfillment to shipment.

"It's opening a different avenue for sales, and sales is the name of the game," says Sam, happy with the success. Many of his customers are body shops and repair facilities, and he's happy to make a profit off their business. Since launching the web store, each month has seen an increase in sales from the month before. "It's a great way to make money. I'm not spending outlandishly on the service, and I get thousands of dollars in sales that I never would have had if I wasn't online."



"Customer service is absolutely the best I've ever had to deal with. I call them up, and someone answers the phone."

—Sam Schweiger, Parts Manager at South Chicago Dodge

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