

# AUTOMOTIVE DEALERSHIP



## INITIAL CHALLENGE

The service center needed to find a more effective way to store parts in one, easily accessible location. In addition, they needed to increase technician productivity and reduce large part special orders which take up to two weeks to receive. With \$99 Billion dollars aftermarket repairs being done by independent auto shops, great customer service was key.

## OUR SOLUTION

Riekes assessed the space and offered a creative solution to consolidate all parts in one area using a 20' x 25' overhead mezzanine with small part storage bins and a lofted area for large parts such as hoods and tires. The automotive dealership was able to access brand co-op dollars to help offset the cost.

## THE RESULTS

The new configuration allowed the dealer to double their storage square footage. The mezzanine added space to carry additional large parts such as hoods and bumpers for quick access. In addition, employees could spend more time in customer interactions which are critical in the competitive auto industry.

The dealer had a 5-year minimum growth requirement which Riekes exceeded with this design. The new space provided enough storage to support 20% future growth.

## SIMPLE CHANGES IMPROVE CUSTOMER SATISFACTION AND REPAIR TURNAROUND

An auto dealership in Omaha, NE, was running out of storage space due to growth and had to store parts in multiple locations throughout the their facility making it time consuming to grab the parts needed.

The changes seem simple, but it improved customer satisfaction and repair turnaround time. This not only improved the service model, but also grew revenue and provided better inventory control for the dealership.

"It may not seem like a big deal, but every second we can save we can be talking on the phone and helping customers. Five second here and five seconds there can really add up over time," said Dave, Parts Manager. "Better organization, improved service, a more efficient flow and faster turnaround all equals happier customers and more revenue."



**\$50,000**  
in additional  
parts on hand

### GET IN TOUCH

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