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AUTHENTIC PERFORMANCE

From the Editor...

We made some functionality changes to the catalog last year and from the looks of it we are on the right track.

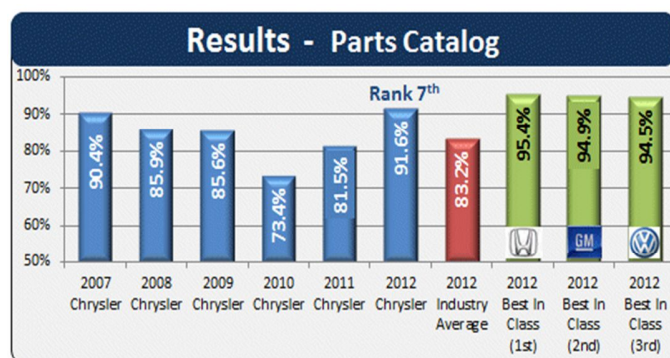
Based on the NASPC Parts Management Survey that many of you participated in last October, we got a good feel for what we need to prioritize to make the catalog a better tool.

NASPC Parts Management Survey Results

Parts Catalog

The results are in and while we are very pleased with the results, there is still plenty of work to be done.

Chrysler's rose 10.1 points in 2012 and moved from 15th place to 7th place – exceeding the industry average.



Based on your comments here are the top areas of concern and what we plan to do to address them:

Parts Catalog - Top Areas of Concern

- Data Integrity 26%**
Catalog Corrections are the top priority in 2013. There is no way we can ever have a World Class catalog unless we have World Class Data. Our plan is pretty straight forward.
 1. Publish Quality Information the first time
 2. Make Catalog Corrections Quickly
- Better Illustrations 17%**
 1. 2013 – 2010 catalogs to be reviewed for compliance with graphics standards
 2. Migrate to a new authoring tool with enhanced graphic capability
- Non Illustrated Parts 15%**
Add missing Illustrations to ALL 2013 – 2010 catalogs
- Better Descriptions 10%**
Cleanse, standardize and simplify the noun names and description in catalog library
- System Issues 7%**
 1. Investigate allowing multiple sessions
 2. Improve Notes Functionality





Parts Catalog

The No. 1 concern in the survey was data integrity. We are committed to providing a quality product so you the users will have a world class tool to specify parts and not have to call the help desk to make sure the part you are ordering is the right one.

Right after the results of the survey were published in mid-November, we created a new StarParts quality team and began the process of developing a closed loop feedback system. This new system is to let the originator of the StarParts feedback know that their issue is being corrected. This system will be launched later this year.

The StarParts Feedbacks are not being ignored. The new quality team along with the rest of the catalog authoring department began a catalog correction campaign in February of this year. Every Friday and Saturday thru the end of March was dedicated to making corrections.

This chart shows the progress we made during the campaign. 2827 feedbacks were corrected. Electrical and Interior Trim were the heaviest hitters.

Corrections are being made on a daily basis. Since the end of the campaign an additional 200 corrections have been completed but have not been recorded in this chart. Keep sending in those feedbacks!

Catalog Group	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002 -	Total
Accessories	5	4			3			1				1	14
Front Suspension		6	12	7	7	15	2	5	2				56
Axle	4	7	13	10	5	3	1	7	2				52
Brakes	1	28	18	8	14	8	9	8	1		1		96
Clutch	2	1			1		1						5
Cooling	15	26	21	14	19	12	12	20	1			2	142
Electrical	81	173	118	48	31	47	28	14	6	2		3	551
Engines	10	22	25	14	15	31	19	13	3	1	1	1	155
Restraints	8	45	10	4	4	8							79
Exhaust	4	13	11		1	9	7	3					48
Frame/Bumper/Fascia	37	77	38	15	5	43	6	3				1	225
Fuel	5	11	8	8	3	16	7	2	2	4	2	4	72
Rear Suspension	9	12	14	5	3	1					4		48
Steering	13	36	21	15	4	14	6	3		1			113
Transmission	8	15	20	15	13	8	14	9	1	1	1	2	107
Wheels	19	33	7	3	4	4	1	1					72
A/C - Heater	4	18	6	6	8	14	8	17					81
Emissions		7	5	2	6	6	2	1	1	2			32
Glass/Wipers/Locks	3	7	5			1		1		1			18
Doors	31	28	17	6	3	8	3	3	2	1		3	105
Exterior Ornamentation	27	57	17	5	2	6	1						115
Interior Trim	69	256	58	27	8	6	4	1	3	5			437
Sheet Metal	44	72	29	13	5	22	10	7	1	1			204
Model Year	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002 -	
Total	399	954	473	225	164	282	141	119	25	19	9	17	2827

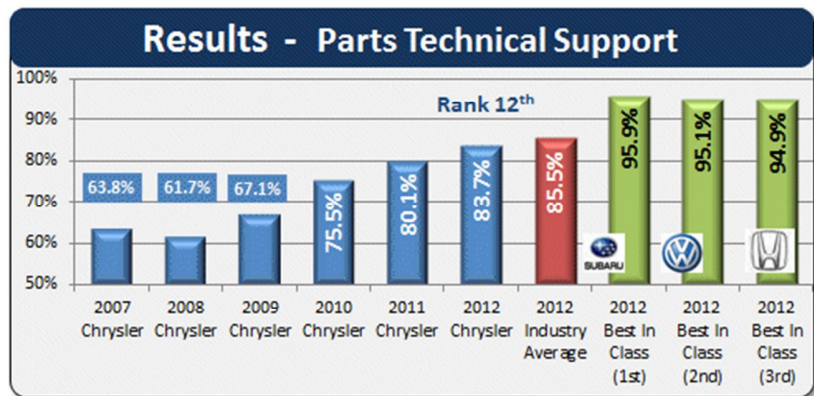




Parts Specifying Support

You have rated us higher in this area for the third consecutive year, but we still lag behind Industry average by a few percentage points. We definitely have our work cut out for us this year.

Mopar Specifying improved Service levels and we improved our response time on Tier 3 escalations, but it still takes too long to get you the answers you need. In the end, it all comes back to the quality of the data – so that will be our focus this year.



Based on your comments – here are the top areas of concerns and what we plan to do to address them.

Parts Technical Support - Top Areas of Concern

- Takes Too Long to Get Answers** 20%
 - Train and support Call Center agents to better support dealers
 - Continue to improve Tier 3 Escalation response time
- Consistency - Among Agents** 10%

Identify agents in need of training and upgrade their skills
- Specifiers Need Access to More Info** 9%

Determine needs, obtain access and train agents to assist dealers better
- Too Many Catalog Errors** 7%

Catalog Corrections are the top priority in 2013. Dedicated resources will be assigned to performing catalog corrections in days – rather than when we have time
- Poor Service** 7%

Determine poor performing agents. Upgrade agent skills or replace non-performing agent





Parts Specifying Support

After understanding the areas of concern needing work, an inventory was taken of the specifying support team to find out what they needed to provide the service that is expected.

Lack of information for the support team was the top issue. For this issue, access to more corporate information and on-going monthly training programs to keep the team fully up to date on new technology were implemented at the beginning of this year.

As a reminder the StarParts Library contains some valuable information.

- Touch-up Paint Application Guide
- 2013 Remote Start – Accessory Guide
- Navigation Update DVD guide
- RL Prefixed Parts Guide

Updated Parts Specifying Web Training

The parts specifier training has been updated with new screens and some content changes to help better prepare the parts advisors. The training can be taken at Chrysler Academy under the course code PTSSP2WB

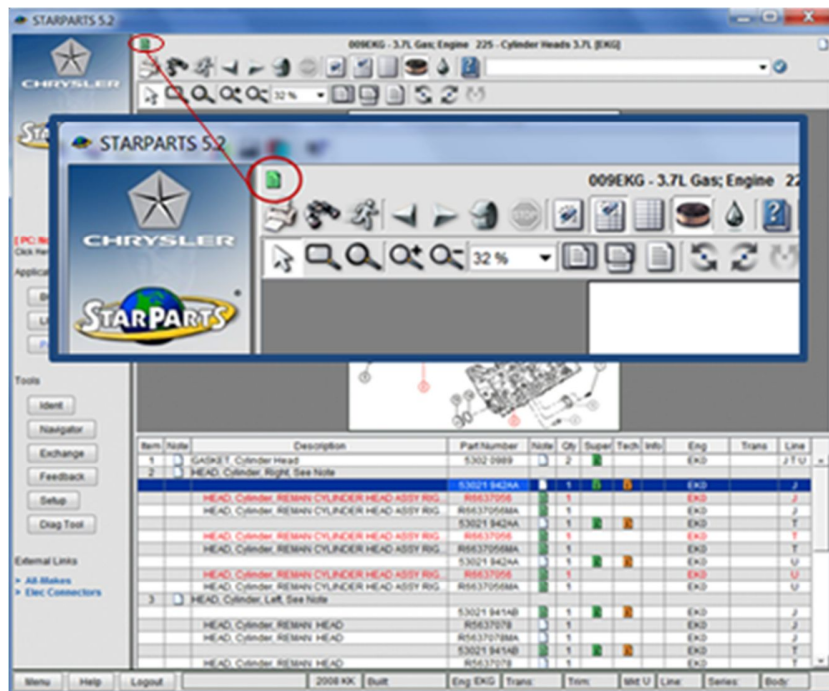
THE EXCHANGE PRODUCT INFO LEARNING CENTER RESOURCES								
Jeffrey Rand - You are here: Home > Courses > Search Courses								
My Learning Center Search Courses								
Certification Management								
Courses								
Search Courses								
Search Offerings								
Training Calendar								
Dealers								
Instructors								
Reports								
Resources								
Users								
Search								
Page 1 of 1								
Code	Name and Description	Delivery Method	Subscription Program	Credits	Duration (in hours)	Major	Action	
PTSSP2WB	Parts Specifying Web After completing this course, you will be able to: 1. Convert vehicle names into model codes 2. Identify the correct parts catalog 3....	Web Based Training	Chrysler Academy Training Subscription Program	1	1.5	Service, Parts & Warranty Training	Add Interest	Excel Excel Others



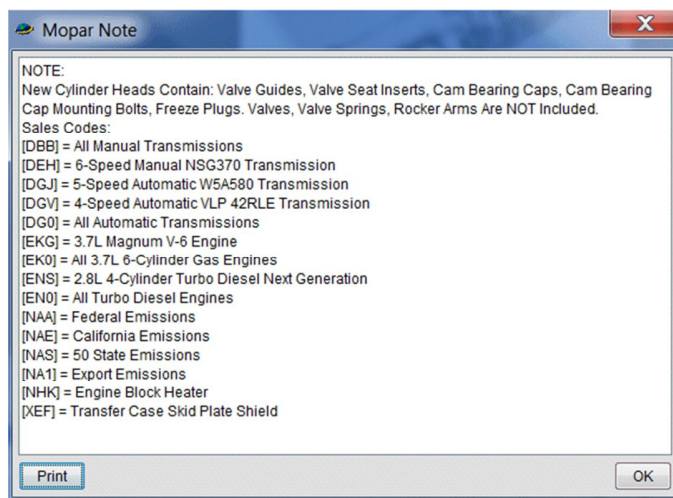


Mopar Catalog Notes

Sometimes information regarding a part or group of parts will not fit in the item description field. In these cases there will be a comment that reads "See Note". This refers to the MOPAR note in the upper left corner of the parts page.



Click on the MOPAR note icon to view the note.





How much does StarParts cost?

Trying to find out how much dealer pays for StarParts website each month?

For the life of me cannot locate this information anywhere. I know we used to have a technology charge, but this was years ago. I asked our Dealer Network team and checked everywhere before coming to you.

Sorry to ask this question, but I have searched everywhere. I can find e-Fiche, Lite and Price CD pricing but nothing for the web.

Anthony Wloch
Service & Parts Marketing Manager

US Dealers are charged \$1,800 per year for a Service and Parts Technology Fee which includes StarParts access and TechCONNECT access.

StarParts accounts for \$900.00 of that annual fee – so the answer to your question is they pay \$75.00 a month for StarParts.

That isn't a per user cost. It's the total cost regardless of how many users the dealer has.

The cost for e-Fiche, StarParts Lite and the Price CD can be found on the order form located on the StarParts homepage in either the StarParts Lite or e-Fiche tabs.

These are yearly subscription rates:

StarParts Lite DVD (PM282) @ \$1,000.00 USD

e-Fiche DVD (PM280) @ \$1,200.00 USD

Price CD (PM281) @ \$700.00 USD





AUTHENTIC PERFORMANCE



Telegration Update

Chrysler and Telegration have been working together to help dealers update their PC's and Internet connections. You can read the letter of recommendation below from our latest success story Crowley Auto Group. If you are interested in Telegration and would like to obtain a no cost, no obligation network, PC Internet connectivity analysis, please go to the DealerCONNECT homepage and click on the Telegration Service Request link or call 855-855-5050.



To whom it may concern,

Recently we contacted Jeff Rains at Telegration to review our voice and data networks. Jeff and his team implemented a solution that consolidated our services, reduced our telecommunication costs by \$1200.00 a month and provided us with a 10mg fiber connection. Not only has this solution reduced our telecommunication costs significantly, it has allowed our business to operate more efficiently. In addition, Telegration was able to negotiate a \$1300.00 credit from our current provider for overbilling we received due to expired rate plans.

I would recommend Telegration to any business that is looking to improve their voice and data networks and reduce costs at the same time.

Sincerely,

Rob Szabo

IT Manager – Crowley Auto Group





Phone and Computers

AT&T Fiber Broadband Bundle Dealership Promotion

Access the Internet backbone utilized by Chrysler

- ❖ 10MB Fiber Internet Connectivity
- ❖ 23 Concurrent Calls
- ❖ 6,900 minutes of Long Distance included -SIP or PRI handoff
- ❖ Competitively priced from \$675 to \$946
- ❖ Voice quality with dynamic allocation of bandwidth
* Subject to geographic availability

Call Telegration at **855-567-5000** for details



Dell OptiPlex 7010 Desktop for StarParts

The StarParts Group and Dell teamed up and configured a PC for optimal StarParts performance.

The Dell OptiPlex 7010 DT is now available with or without a 23 inch FP Monitor in [MarketCenter](#). This PC meets all the current specifications for StarParts and DealerCONNECT.

The [MarketCenter](#) link is located across the top of DealerCONNECT

<http://dealerconnect.chrysler.com>

1. Within [MarketCenter](#) scroll down the list of supplier companies to find Dell.
2. Click on the Dell link to view the latest pricing discounts and availability.
3. **Don't delay as supplies are limited.**



OptiPlex 7010 Desktop Summary

- Processors: 3rd Gen Intel® Core™ i7-3770 (Quad Core, 3.40GHz, 8MB w/HD4000 Graphics)
- Operating System(s): Windows 7 Professional, Media, 32-bit
- Memory: 4GB Memory , NON-ECC, 1600MHZ DDR3,2DIMM
- Removable Media Storage Device: 16X DVD-ROM SATA DVD16
- Graphics Cards: AMD RADEON™ HD 7570 1GB GDDR5 DP/DVI w/o Adapters,LP
- Hard Drives: 500GB 3.5" SATA 6Gb/s with 16MB DataBurst Cache





Contact Us

Please send in your suggestions to make this newsletter more valuable to you.

Use the Feedback Button on your StarParts menu and select *Suggestions for Improvement* as the "Type of Feedback" to record your thoughts.

The screenshot shows a web-based feedback form titled "Star Feedback". It has tabs for "User" and "Parts", with "Parts" selected. Below the tabs are "Page 1" and "Page 2" links. The form is divided into sections: "Parts Feedback", "Type of feedback" (a dropdown menu with "Catalog error/clarification", "suggestion for improvement" (highlighted), "Accessories", "Reman Part", "Value Line Part", "VIN Filtering", and "Quantity Issue"), "Priority", "Application/Tool", "Catalog illustration", "Catalog group", "Illustration", and "Part". To the right of the dropdown menu are input fields for "T.O.C. ID" (containing "2144067") and "Item #". Below these is a large text area for "Detailed description of fault/suggestion for improvement". At the bottom, there is a prompt "Please choose the type of feedback you'd like to give." and three buttons: "Mail", "Cancel", and "Help".

It is completely optional to include your contact information in the Description field, but it would allow us to contact you for further information and clarification to assure we address your concern properly.

