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AUTHENTIC PERFORMANCE

From the Editor . . .

- The new Dodge Dart is coming and the team is putting the finishing touches on the parts catalog. Dealers will be able view the new PF catalog in StarParts on May 7th.
- In April we completed a complete review of the 2008 JS catalog and made sure the missing parts were added back into the catalog. We are sorry for the inconvenience this caused you.
- We successfully launched StartParts Release 5.1 with almost no issues. Our IT partners did a great job on this and made some process improvements that resulted in more efficient data queries – which made StarParts run faster. The change to “single click” was designed to get you to the needed part faster.
- We’re currently working on making catalog corrections in Group 50 – Interior Trim based on your feedback. We will be working on this for a while.

Electrical Connector – More Info

“Page 3 of the April 2012 StarParts Newsletter is close, but not completely accurate. **If a connector repair kit they are looking for says “Not Available” we should be encouraging the dealers to enter a Connector Website Feedback instead of escalating a Specifying case / Star Parts feedback.**

Here are three reasons:

1. The data on that site is not 100% accurate and sometimes we still find parts available where it says it’s not (ex: when the connector information isn’t loaded on the site, it automatically defaults to saying a kit isn’t available). Not only do we occasionally find a kit for the repair, we follow it up with a website update.
2. We prioritize releases based on Dealer Feedbacks. If we get field requests, we will pull those releases ahead of others in order to get those parts to the shelf sooner.
3. Occasionally, we are able to help the technician with an alternate repair (another kit might have the terminals he needs or a similar connector that he can shave a tab off of).

Kim Klaus
Manager, Product Quality Engineering

Thanks for the input and the education. Those are definitely three good reasons to initiate a Connector Website Feedback request. It’s nice to know your team is here to assist dealers with these issues.



Harnesses / Connectors

"What are the chances we could look into getting wiring harnesses linked to what they connect to? Example - PCM what harness connects to it? Our wiring diagrams leave a lot to be desired. Specifying can't even tell us what we are looking for. I was advised to have the aftermarket shop get numbers off the harness and call Specifier back. It doesn't look good to a customer when we can't even help them. (1997 Grand Cherokee) Just thinking out loud....."

Fran Foley
Commerce Chrysler

I understand your frustration with the wiring harness. The best way for us to help (in some cases) is to request the connector numbers. It's the first thing the Electrical Engineers ask for when we escalate cases for assistance.

StarParts Survey Suggestion

"I like the connectors link, but it would be a lot easier if say you needed a coolant temp sensor and the repair connector too - if when you looked up the sensor the repair kit part number was attached to the sensor part listing in StarParts too, maybe put a link to that connector with a picture of it to, or just attach a user note to the sensor part number giving you the repair connector number."

Ian
Hinckley Automotive

Great idea !! I would love to add the connectors to the catalog, but it's harder than you would think. I like the idea of adding a user note on the parts - if a connector package is available. We will look into this.

RB5 Radio Antenna Question

"Any chance you could find out if the factory issued (O.E.M.) Satellite Antenna's will work for the RB5 upgrade, when the vehicle did not have satellite capabilities? The vehicles in question are the JC, LD & LX."

Here's what I found out . . .

- **There are two antennas – one for satellite radio and another for the NAV.**
- **If the vehicle was built without NAV and they upgrade to the big screen (without NAV) – the OEM satellite antenna is needed.**
- **If the vehicle was built without NAV and they upgrade to the big screen (with NAV) they have to use the OEM satellite antenna and they also have to install the NAV antenna.**

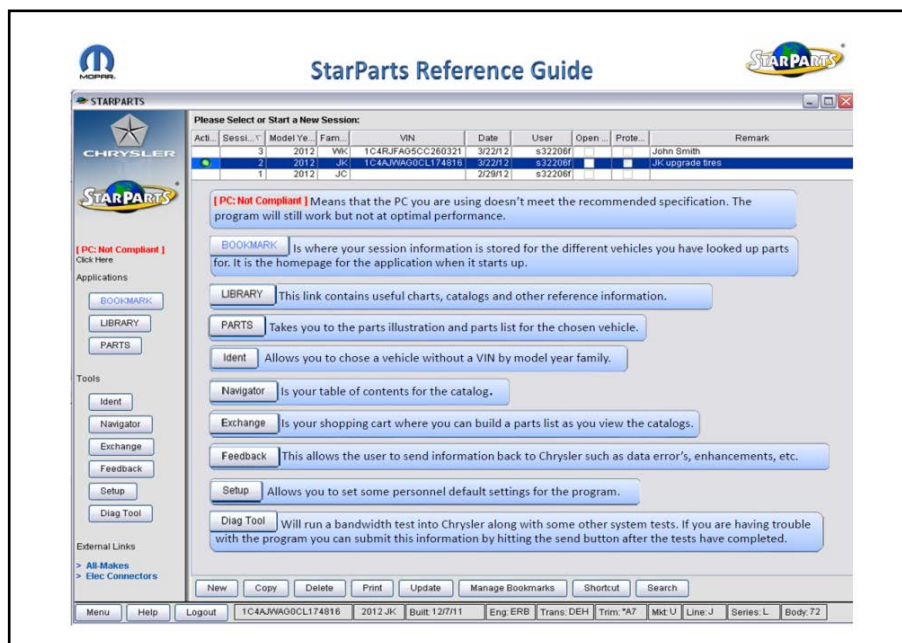


StarParts Reference Guide

Excellent Tool for New Users – In Library

I started using StarParts last summer when I joined Parts Technical Development. I opened StarParts for the first time and thought “Now what?” I struggled a little at first – until I could remember what each of the buttons on the left side did.

I told this story to the StarParts Team and they were nice enough to create this new training tool. I think any new counterperson would find it helpful.



You can find the *StarParts Reference Guide* in the Library - (one of those buttons on the left side of StarParts).

StarParts 5.1 Feedback

I just wanted to let you know that StarParts is unbelievable right now. Speed is great. I don't know what you did on your end, but please let everyone know how much we appreciate it.

Ron Rytter
Southern Chrysler Jeep

Thanks for the feedback and the good news. It's nice to hear our efforts are being felt by the catalog users.



Mopar Specifying – Good News

When you manage a call center it's important to track how quickly you answer the phone. And as the customer - the quicker you get to speak someone the better – period. Up until a few months ago the standard we measured was the % of calls answered within 2 minutes and we were running at about 80% for at least the past six months.

In March, we started tracking the % of calls answered in one minute as well as in 2 minutes. We found that while about 80% of the calls were answered in two minutes - Only 65% of the calls were answered in one minute.

It took about a month and now I'm very pleased to report that through the middle of April - we are now answering 92% of calls within two minutes – and 84% of calls within in one minute.

Last month, I told you the Tier 3 escalations and Kana emails were being handled the same day, in most cases. And that is still the case. This month I'm telling you that Mopar Specifying is answering your inquiries much faster than they have in the past. There is no bad news here.

When Fiat first starting running the company, they stated they wanted to center the company around the customer. I remember thinking "How cool would that be?" Look around you – it's happening !!

Navigation Update Discs Are Now Available

In case you haven't read the recent Marketing communication - Navigation System upgrade discs are now available for the following applications:

<u>Sales Code</u>	<u>Part Number</u>
RER	82212549AB
REC / RB1	05064033AK

We receive quite a few calls at Mopar Specifying regarding the availability of these discs, so please spread the word at your dealership.

Also, this would be a great item to promote during a customer service visit, when you find the disc is out of date.



StarParts Dealer Survey Comments / Suggestions

"Better description of part and if part comes with gaskets, seals, or o-rings, etc. in parts note - so we don't order parts that are not needed."

We agree and we will make that a priority.

"My biggest problem is the poor illustrations like using the same stupid fuel rail picture for the many engines used in our vehicles."

We agree and have made improving the quality our graphics a priority. We have been working towards this end for about 6 months and we are getting very close. Once the graphic quality has been improved – we will work to update the outdated images in the catalogs.

"Overall, StarParts is a good catalog. The connectivity issues and minor errors drag it down. I do understand how much information is in there and it can lag sometimes but please take into consideration how reliant we are on this catalog for our business."

We appreciate your comments and do understand that when StarParts is down – you are out of business and that isn't good for anyone !!

"Thanks for your commitment! The interior trim section is the only part of the catalog I've ever had any issues with and you've made great strides with it. Keep up the good work!"

I agree with you and I'm pleased to tell you we are working on the backlog of Interior Trim corrections at this time.

"I like the way it is now, it would be nice to log onto other terminals at the same time to look up parts. User note fields and info are great. Fluid chart and connector chart is excellent from parts screen. Keep up the good work. We are headed in the right direction."

We understand and plan to address this issue soon. But we must determine the impact this will have on the system. Your message was heard loud and clear.

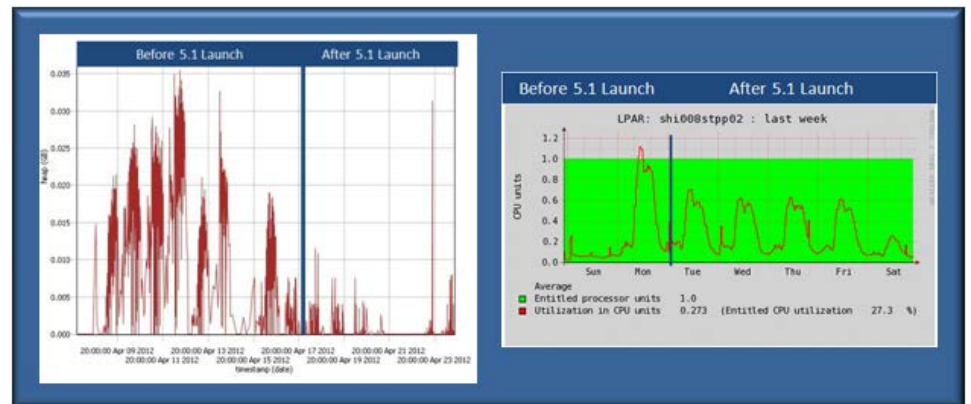
"Have the maintenance schedules listed along with the fluids."

This is something to consider for future enhancements. First we would like to get the fluids for the older models added to StarParts.



"Why should we have to buy a back-up system. The only time we need it is when StarParts goes down. It should be supplied free unless you can get StarParts to run at a decent speed and not crash on a regular basis."

We here you - loud and clear. We're confident the recent system enhancements / updates have improved the performance of StarParts. And we have charts to prove it. I'm not a computer engineer, but you can clearly see the improvement shown in the two charts below.



"I love the application but hate the slowness."

You should have noticed an improvement when we launched StarParts 5.1 a few weeks ago.

"The ability for my parts advisors to see my user notes and for me to see their user notes is very important to me and I would think to everyone using StarParts. This would be what I would call learning from other people's mistakes or misfortunes thus preventing repeat mistakes or spending longer than necessary to specify correct part the first time. This is #1 on my priority list."

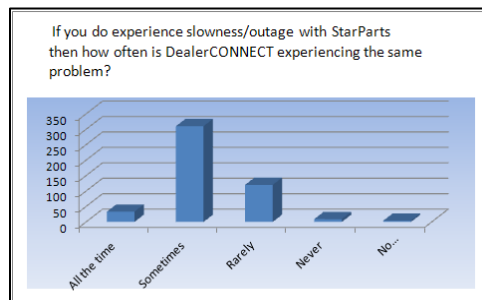
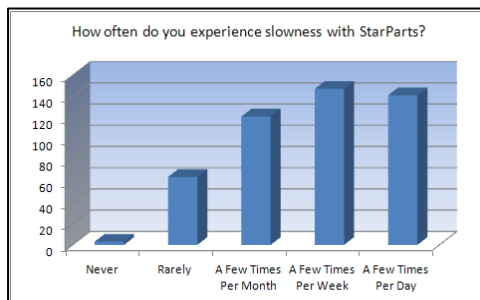
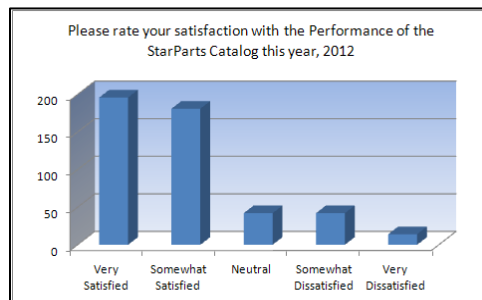
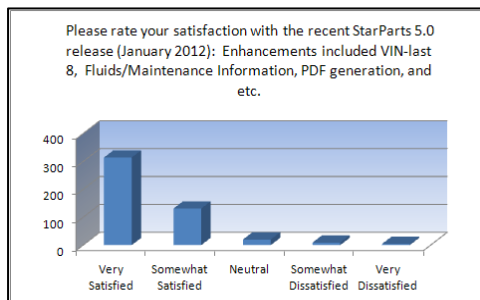
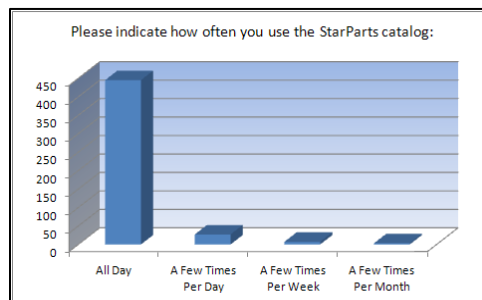
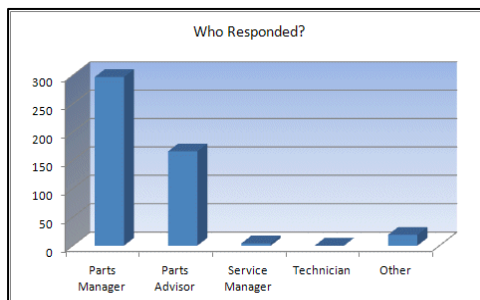
We agree and currently plan to work towards including 6 of the 8 items in the next StarParts release. It's pretty clear that integrating DealerCONNECT Parts Ordering into StarParts application is not high on your list. And while we will work on allowing multiple logons, we have to do it carefully as to not impact StarParts performance.

We need be able to copy and paste for part number searches.

We're planning to include this in the next revision too, but in the meantime – "Ctrl – V" works.



Recent StarParts Dealer Survey Results



Listed below are enhancements being considered for the next release. Please rate in highest to lowest priority the following enhancements: (1 = highest priority, 2, next highest priority, . . . 8 = lowest priority)

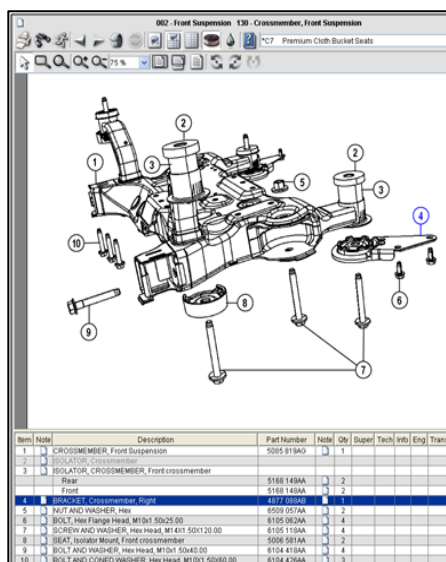
Answer Options	1	2	3	4	5	6	7	8	Rating Average	Response Count
Integrate DealerCONNECT Parts Inquiry/Locator function into StarParts application	100	79	51	37	28	32	16	10	3.07	353
Search stamping/cross-reference number	73	80	71	52	29	21	12	11	3.14	349
Login to multiple PCs with the same S-ID	118	38	28	37	27	24	28	52	3.74	352
Partial part number search. Minimum of first 8 characters	24	42	56	64	47	36	50	25	4.46	344
Allow search "TRM" for colored parts	16	41	54	57	51	50	38	20	4.49	327
Print user/MOPAR notes	43	43	53	37	59	53	59	62	4.79	409
Integrate DealerCONNECT Parts Ordering into StarParts application	30	48	52	41	47	51	58	56	4.81	383
Export individual user notes	9	17	20	40	50	66	56	86	5.78	344



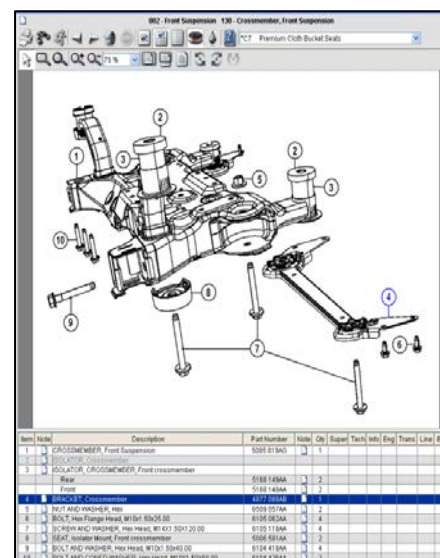
April Feedback

Feedback	Reply
Please show this part as including gasket part number 4792982AA - otherwise nobody will know and have to order a gasket that is not required when they order this pump.	Thank you for the suggestion for improvement. We will add a comment stating the gasket is included.
Cant you just say this is the right side fan motor in the description, instead of me searching in 4 other catalogs to make sure this part # is really the right side motor - so I get our customer the correct part the first time?	The catalog is being updated to reflect your suggestion for improvement.
The illustration of a part in question is not an accurate representation of the actual part. The listed description is also not accurate. The bracket in the picture listed as "right" bracket is actually an entire assembly which includes both right and left sides.	Thank you for the improvement suggestion. We have already made the corrections to the illustration. Below you can see the "Before" and "After" screen shots from StarParts.

Before



After



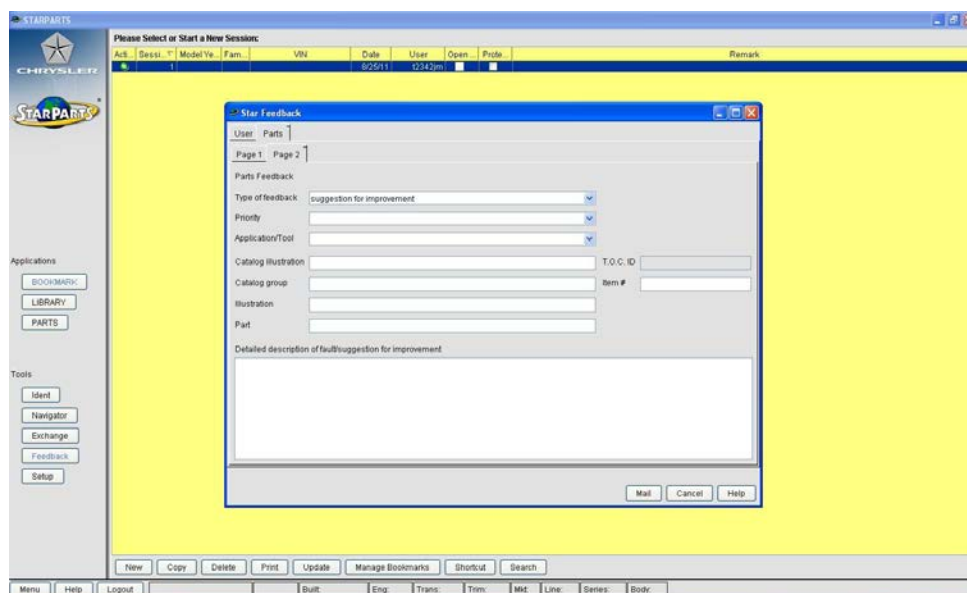


New Oil Filter for Dodge Dart with Tiger Shark Engines (Improved Cold Weather Performance Down to -40 F)

The new 2013 Dodge Darts equipped with Tiger Shark Engines (2.0L or 2.4L) have a new heavy duty oil filter. It was designed for improved cold weather performance down to -40 F. The new Oil Filter Part Number is 05047769AA. You may want to order some soon. The 2.0L engine is available now and these cars will be in your dealerships soon. The 2.4L engine will be available later this year.

Please make sure you tell the oil change crew too. And please don't use anyone else's oil filter on these vehicles.

Contact Us



The screenshot shows the StarParts Star Feedback form. The form is titled "Star Feedback" and has a "User" field with "Parts" selected. Below the title, there are fields for "Type of feedback" (set to "suggestion for improvement"), "Priority", "Application/Tool", "Catalog Illustration", "Catalog group", "Illustration", and "Part". There are also fields for "T.O.C. ID" and "Item #". A large text area for "Detailed description of fault/suggestion for improvement" is at the bottom. The form has "Mail", "Cancel", and "Help" buttons. The background of the form is yellow.

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

Use the Feedback Button on your StarParts menu and select:

Type of Feedback = Suggestions for Improvement

to record your thoughts. 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 make the changes you intended.