

September 2011



# Newsletter

## Introducing the StarParts Newsletter

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This is the first monthly edition of the StarParts Newsletter to keep you informed of what's changing and when.

The index to the left indicates regular sections to be included in every edition. However, we are seeking your direction and will make adjustments, based on your input.

StarParts is undergoing a number of improvements that we want to share with you, in advance, in the **What's Coming** section.

The **We Heard** section is based on the questions received by the call center and the feedback from the most recent survey regarding catalog delivery timing for new model releases.

We rely on the feedback from you and your teams to identify improvements in the parts organization and the StarParts system supporting it. Please, take a moment to review the information in this newsletter and send your suggestions to us, using the **Feedback function in the StarParts system**.

## Catalog Tips

### Diagnostic Tool

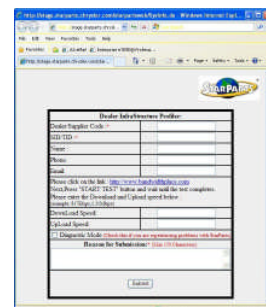
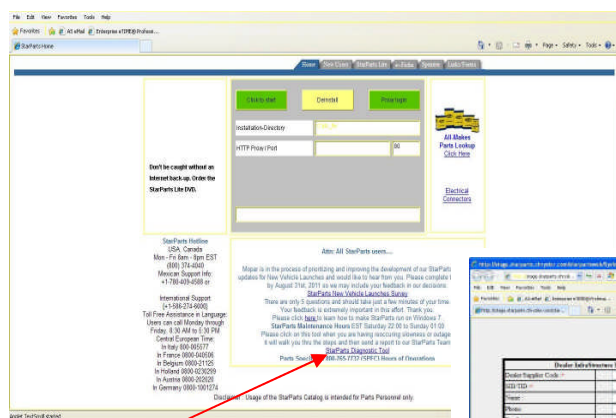
The Diagnostic tool should be used when StarParts locks-up or runs slowly. This tool will provide Chrysler with useful data that will be helpful in determining the problem.

If the problem is continuous or frequent, please run the tool and contact the help desk so a ticket can be opened for your dealership

#### Quick Tip:

If you would like to test your current Internet speed use this Link:

<http://www.bandwidthplace.com/>



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## What's Coming to StarParts

Over the last 8 months the StarParts team has investigated several options for the future of our parts catalog. We benchmarked other OE's parts catalog systems; we had an outside company conduct a study using current Chrysler dealers; we used surveys to get feedback from you, the dealers.

The decision was made to stay with the current StarParts in the short term. Long term direction is still being defined and we may integrate with Eper (the Fiat catalog system.) Since we are staying with the current system for now, we will release a new version of the software by the end of the year. We plan to incorporate some of the enhancements that were available in the web version of StarParts. The list of new features is listed below.

*Future issues of this newsletter will provide release dates for these enhancements and directions for their use.*

### Planned StarParts Enhancements for 2011

- StarParts will accept the last 8 of a VIN rather than the current 9 digits
- Supersede Window to include Reman & Alternate parts associated to the OE part
- Ability to print to PDF which will allow for e-mail of graphics / item lists
- Fluids Icon in the parts screen to pull up all the fluids for the current vehicle
- Cut & Paste in the Bookmark screen using the right mouse button for VIN's
- VIN Filter improvements
- StarParts Diagnostic Tool integrated into the application
- More Help button links

*Standards are currently being applied to 2011 and 2012 StarParts displays.*

*Updates will be complete by year end.*

*We will keep you informed of our progress.*

## NEW GRAPHIC STANDARDS:

Catalogs for all 2012 models and those 2011 models that are not discontinued will be aligned to new graphic standards by year end. Changes will be loaded to StarParts, as they are available.

This effort is focused on reducing your frustration and confusion when ordering parts and on reducing your MRAs. The 2 formats, on the next page, illustrate the type of changes you can expect to see in StarParts over the next 4 months.

The Parts Catalog and Graphic Standards are meant to create consistency and quality across both the illustration and parts listing areas of the catalog. The standards were developed by evaluating both internal and external sources:

- Current catalog processes and gaps
- FIAT standards
- OE Benchmarking of graphics and parts specification areas of catalogs
- Service authoring guidelines
- Suggestions from Dealer Survey results



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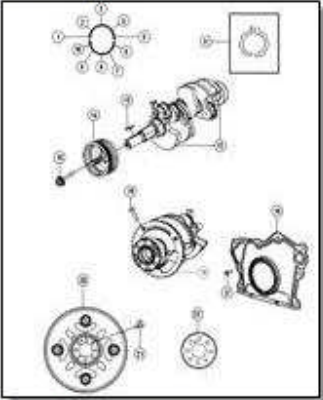
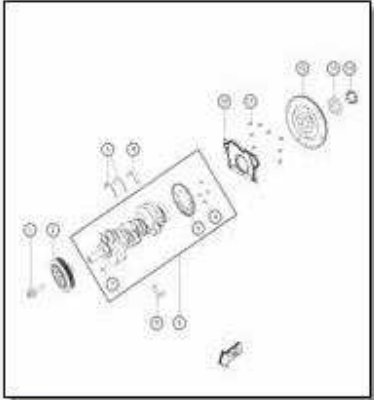
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## SAMPLE OF NEW GRAPHIC STANDARDS:

Current State	Future State (Based on New Standards)
 <ul style="list-style-type: none"> <li>• Inconsistent Perspectives</li> <li>• Confusing / Inconsistent Use of Call-outs</li> <li>• Parts Not In 'Disassembly' Order</li> <li>• Missing Parts (i.e. Fasteners)</li> </ul>	 <ul style="list-style-type: none"> <li>• Consistent Perspectives</li> <li>• Consistent Use of All Call-outs</li> <li>• Parts In 'Disassembly' Order</li> <li>• Directional Arrow Indicating Front of Vehicle</li> <li>• Includes All Parts (i.e. Fasteners)</li> </ul>

## What's New in StarParts

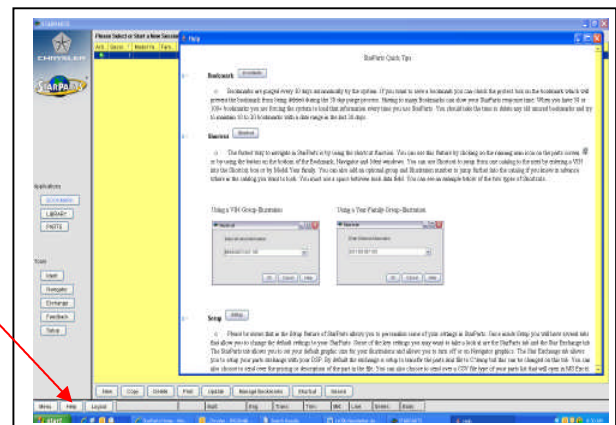
### DID YOU KNOW?

*Bookmarks are automatically purged every 30 days.*

*The number of bookmarks you have affects your system response time.*

*You can set the default graphic size for illustrations in the StarParts tab of Setup.*

### HELP BUTTONS:



The Help buttons on the Bookmark and Parts screens are now functional. Each will display system tips and recommendations. The remaining Help buttons in the system will soon become operational. Future newsletters will announce the changes.





## We Heard

### CALL CENTER DATA JULY

During the month of July 2011, a record number of inquiries were logged at the call center. (This does not include questions received via "Feedback" in the StarParts system.)

The most common inquiries received:

**Accessory Issues**

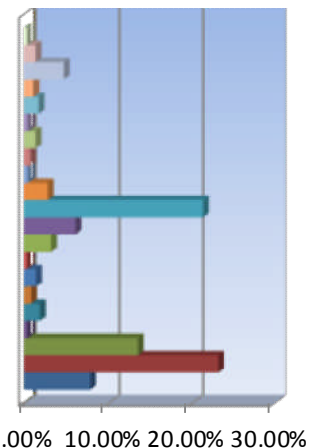
**Part Verification**

**Catalog Error**

We think the New Standards will reduce Catalog Error and Parts Verification inquiries. We're still analyzing the Accessory Documentation process to find ways to get the information to you sooner and more accurately.

Even with the new standards, we still have a lot of room for improvement and we're working toward a more streamlined catalog creation and review process.

JULY INQUIRIES BY CATEGORY



### SURVEY RESULTS

*"Get us the catalogs sooner*

*...and error-free!"*

Thank you all for participating in our most recent survey. It's evident that all catalogs are not being published timely &/or accurately. We have heard and are prioritizing process improvements.

We received 382 responses. A sampling is listed here:

#### COMMUNICATION:

- "Would like dealer-to-dealer communication"
- "A web-based video on changes to nomenclature or parts location"

#### ACCURACY:

- "Need better drawings / pictures of parts"
- "More accurate info and pricing"

#### ACCESSORY DATA:

- "Accessory info is needed to prep vehicles for sale"
- "Mopar often has 'New Model Block' engaged"

#### TIMING:

- "Parts are needed even before the first delivery to prep vehicles and service those released early to Chrysler personnel"

#### THE GOOD NEWS

Most of you feel the StarParts system is improving in performance and content.

#### THE BAD NEWS

Accessories are needed first but it's the last catalog/data available.



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## YOUR [GREAT!] SUGGESTIONS

A FEW OF THE MANY GREAT SUGGESTIONS FROM THE SURVEY THAT WE'RE LOOKING INTO:

- Include Digital Images of parts
- Highlight new maintenance items
- Include some color when looking up A/C Lines / Hoses
- Include Accessory part #s in StarParts

## Contact Us

The screenshot shows the StarParts software interface. On the left sidebar, there is a red box labeled "Feedback" with an arrow pointing to the "Feedback" button. The main window displays a "Star Feedback" dialog box. The dialog box has a "User" field with "Parts" selected. Below it are "Page 1" and "Page 2" tabs. The "Parts Feedback" section includes a "Type of feedback" dropdown menu set to "suggestion for improvement", a "Priority" dropdown, and an "Application/Tool" dropdown. There are also fields for "Catalog illustration", "Catalog group", "Illustration", and "Part". To the right of these fields are "T.O.C. ID" and "Item #". A large text area at the bottom is labeled "Detailed description of fault/suggestion for improvement". At the bottom right of the dialog box are "Mail", "Cancel", and "Help" buttons. The main window also has a top menu bar with "Act...", "Sessl...", "Model Ye...", "Fam...", "VIN", "Date", "User", "Open...", "Prote...", and "Remark". A bottom status bar shows "Menu", "Help", "Logout", and various filters like "Built", "Eng", "Trans", "Trim", "Mkt", "Line", "Series", and "Body".

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.



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