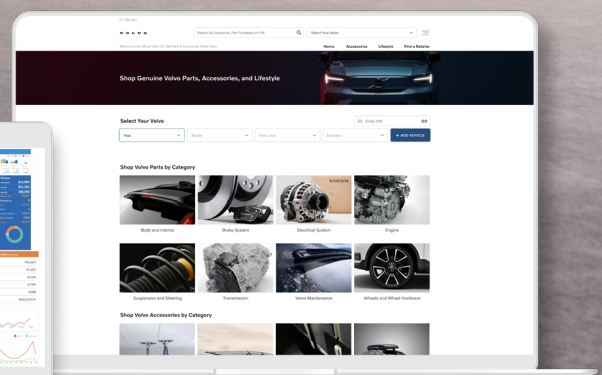
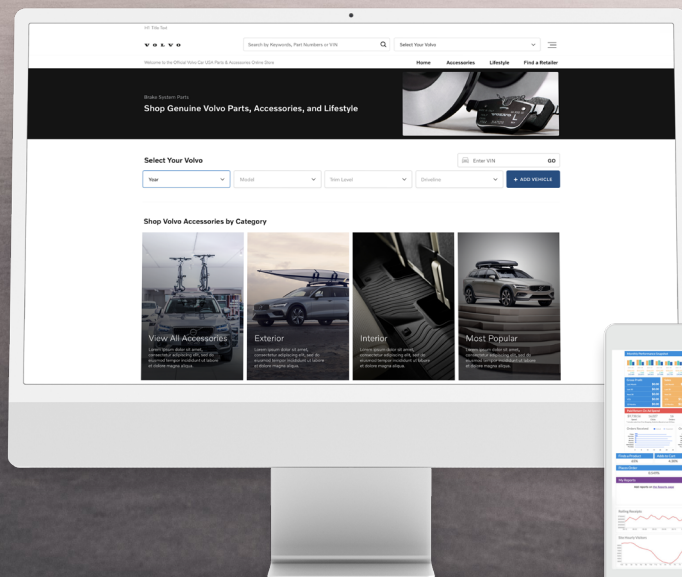


Volvo Parts and Accessories Online

WELCOME PACKET



CLIENT SERVICES TEAM: (888) 843-0425
SALES TEAM: (404) 620-9764

VOLVO | **SimplePart** 



Table of Contents

Welcome Aboard	03
First 30 Days: What to Expect	04
Key Decisions You Will Need to Make	06
Meet the Team	07
Our Solutions	08
Need More Help?	13



Welcome Aboard

On behalf of the entire SimplePart team, I'd like to take this opportunity to acknowledge our longstanding relationship with Volvo Cars USA and Volvo dealers. We are excited for this next chapter. I'd also like to welcome the new dealers to the SimplePart family as a new client and partner. We are thrilled to have you with us.

At SimplePart we pride ourselves on tying our business success to the growth and success of our clients. This alignment keeps us focused on what's important—helping you navigate and prosper in the ever-changing online aftersales landscape. Uncompromising dedication to client success, innovation, and turn-key solutions is why SimplePart powers parts, accessories, & service eCommerce programs for some of the world's most successful automotive OEMs and dealers.

SimplePart does all the heavy-lifting for you, from integrating PCI-compliant checkout security to creating premium, on-brand experiences. Our solutions and people are aligned with helping you succeed, however you define success. We constantly evolve our platform to incorporate the best in user experience, design, and eCommerce standards.

Most importantly, we take an active role in ensuring your online parts, accessories, & service business stands on its own and generates real, bottom-line profit. Our experienced team guides you with business strategy and execution to optimize every aspect of your eCommerce business.

No hidden catches, no tedious management, and no long-term commitments. Just everything you need to sell genuine parts and accessories online, painlessly.

Dan DuPree

Vice President of Client Services

support@simplepart.com

(888) 843-0425

SIMPLEPART ■■■

DAN DUPREE

VICE PRESIDENT OF CLIENT SERVICES

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First 30 Days: What to Expect

Thank you for making the choice to use SimplePart as your eCommerce partner. Once your signed agreement has been processed, you start a very important period: the first 30 days. There is still a lot to accomplish before your online site is ready to sell parts and accessories. Once our Sales team passes your information on to our Client Services team, one of our Setup team members will contact you to introduce themselves and gather contact information.

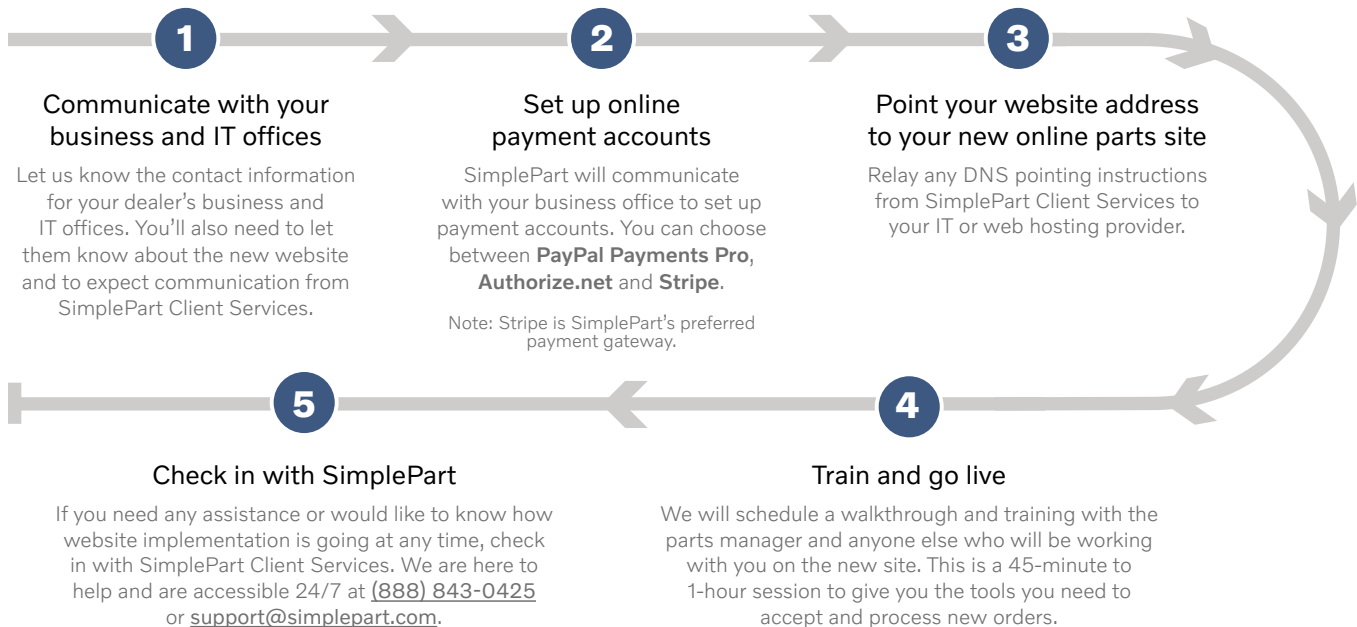
They will need the contact information for your:

1. IT Department
2. Business Office
3. Accounts Payable Department
4. GM and/or Parts Manager

TIP: This process will go faster if you contact these offices ahead of time so they know to expect a call from the SimplePart team!

Once our Client Services team has the correct contact information, they'll be able to complete the next steps of your Setup and Onboarding process.

The first step is directing your site to your new SimplePart domain. Our team works with your IT department to make sure this is accomplished correctly so your new parts site can be set up.



Continue





First 30 Days: What to Expect (cont.)

Next, our Client Services team works with your business manager to set up a payment gateway for your site. In order to accept credit cards online, you must select and set up a payment gateway provider. SimplePart offers three different payment options:

1. Stripe*
2. Authorize.net
3. PayPal Pro

*Stripe is SimplePart's preferred payment gateway.

TIP: You can always add Paypal Express as an option to either Paypal Pro or Authorize.net.

Your Client Services team member will help your business manager pick the right option for your dealership. Once a payment gateway option has been selected, a member of our Client Services team will send the proper application or application instructions to get your payment gateway account created.

And, once the payment information has been set up your Client Services team member will send instructions on how to retrieve identifying account information in order to successfully integrate with our system. If needed, they are available to do a screenshare with your billing office to guide them through the process. Doing this streamlines the process and makes sure everything is put in correctly for your site.

Finally, when you're ready to go live, we'll schedule a 45-minute training and walk-through to cover everything from how to process an order to how your site works in detail. If possible, it's important to have both your business manager and parts manager involved in this training.

After you've completed the training, you'll be ready to go when your site is live! We know this is a lot to accomplish, but SimplePart is there for you every step of the way. You can contact our Setup team at setup@simplepart.com at any time during your setup process, or our Support team at support@simplepart.com once your site is live.

TIP: If you're on a Base+ or Pro package, you can always consult with our Dealer Strategy team during your first 30 days to get your site up and running as profitably as possible.



Key Decisions You Will Need to Make

During the first 30 days, there are a few important decisions you need to make in order for your site to function properly once it goes live.

Your most important decision will be which payment gateway you use for your site. As stated in the First 30 Days article, SimplePart offers options for receiving payments on your site. Deciding which one is right for your site ultimately depends on what's easiest and most important for your dealer. We'll briefly go over the features and benefits of each:

stripe

- 3D Secure authentication to verify a customer's identity before an online card purchase
- Batch transactions together
- SSN or Tax ID needed at sign up
- **No setup or monthly fees**
- Automatically updates expired or renewed saved card information
- **Low transaction fees:** 2.9% + \$0.30 USD/transaction

PayPal Payments Pro

- Apply both PayPal and credit card transactions
- Batch transactions together
- No monthly fee (credit card needed to activate account)
- **Amex fees:** 3.5% + \$0.30 USD transaction
- **Other major card fees:** 2.9% + \$0.30 USD/transaction
- SSN and DOB needed if business is fewer than three years old

Authorize.Net[®] a CyberSource solution

- Can piggyback off your existing Credit Card Merchant Processor
- Rates could be the same as those used at your front counter
- **Low monthly fee:** \$10 USD/month
- Automatic daily batching to the same bank account associated with your Credit Card Merchant Processor

Note: All currency listed is USD.

*Stripe is SimplePart's preferred payment gateway.

Of course, different payment gateways require different pieces of information from your business office. Our Client Services team will guide them through this to make sure everything is set up properly for your payment gateway account.

Additionally, in regards to payment information, SimplePart requires your dealership to provide credit card if you're on packages with Search Engine Marketing (like Base+, Advanced or PRO). This is solely to cover the costs of the targeted search engine marketing your business gets as a part of its package.



Meet the Team

IT'S MORE THAN JUST A PLATFORM.

At SimplePart, our teams work together to give you not just a virtual shop, but an all-inclusive solution to help your store succeed online.



Support

Need assistance with anything from issuing a refund to creating a coupon? Our Client Services team is standing by 24/7 to field your questions.



Dealer Strategy

Navigating the world of eCommerce can be tricky. But with SimplePart Dealer Strategy, you can rest easy knowing that someone always has your back.



Analytics

It's all about the bottom line, and our Analytics team is constantly crunching the numbers to inform your store's strategy and long term goals.



Sales

The Sales team works to ensure that both current and prospective SimplePart clients are educated on how the platform works; they'll also ensure that your store is using the best package to suit your needs.



Marketing & Design

Whether you need an email campaign to advertise a promotion, or social media assets to generate interest in your store, Marketing and Design create eye-catching content to keep your store at the forefront of customers' minds.



Our Solutions

Our solutions grow with your business. We offer right-fit packages to suit your needs and meet your business goals, now and in the future. Our solutions give you the flexibility to upgrade and downgrade as your business goals change.

Package Options

Right-fit packages to suit your needs and goals.



Accessories Only

Supplement your accessories goals by going digital.



Base

Start selling online with a standard parts and accessories website.



Base+

Ensure local visibility through search engine results to make the most of your website.



Advanced

A robust offering of services including digital advertising and expert consulting to help you grow your business further.



Accessories Online Package

Supplement your accessories goals by going digital.

Take your accessories sales to the next level with an Accessories Only website, powered by SimplePart. Plus, add the Lifestyle catalog and eCommerce capability as optional features.



Low Monthly Fee

- No advertising spend.



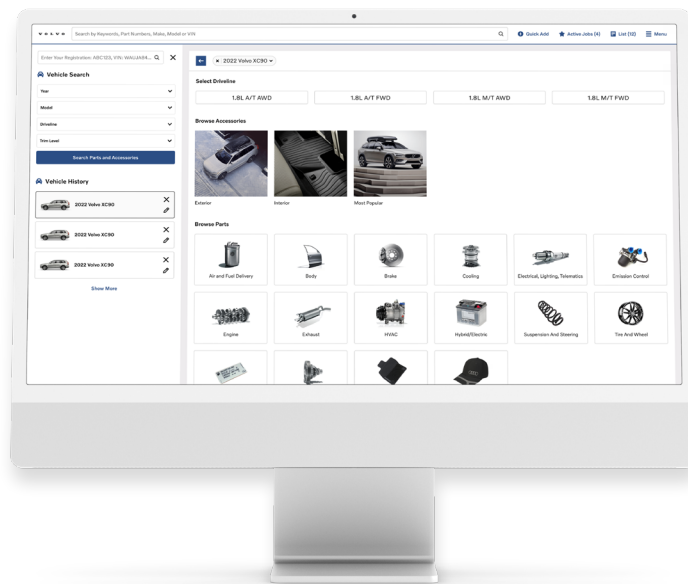
Low Effort

- Only requirement is fulfilling orders.



Features

- Full Volvo Accessories catalog with optional Parts and Lifestyle catalogs
- Brand compliant, user-friendly website
- 300+ real-time reports and order fulfillment via Control Panel
- 24/7 dealer support and training, based in Atlanta, Georgia





Base Package

Extend your parts and accessories counter online.

Sell online with a branded parts and accessories website. Reach new customers where they are: **online.**



Branded online store ready to take orders



Comprehensive performance analytics



Easy setup and minimal effort



Low Monthly Fee

- No advertising spend



Low Effort

- Only requirement is fulfilling orders



Local Reach

- Capture leads from your dealership

Parts and Accessories Website

- Brand-compliant
- Mobile-optimized

Detailed Parts Catalog

- Up-to-date OEM catalog of parts and accessories
- Detailed parts diagrams

Performance Analytics

- Over 300 instant real-time reports that give you insight into performance

Comprehensive eCommerce Solution

- Fraud identification tools with an extensive fraud database
- PCI-compliant, secure eCommerce site
- 24/7 dealer support and training, based in Atlanta, Georgia
- ShipStation and Real-Time shipping integrations



Base+ Package

Ensure visibility of your branded website with online advertising.

Reach new local buyers and make the most of your parts and accessories website with online advertising.



Online store with comprehensive reporting



Search Engine Marketing (SEM) on Google and Bing



Performance coaching within the first 120 days



Low Monthly Fee

- Low advertising spend



Moderate Effort

- Package requirements include fulfilling more orders and monitoring advertising performance



Local SEM Reach

- Local advertising targeting the customers closest to you

Parts and Accessories Website

- Brand-compliant
- Mobile-optimized

Detailed Parts Catalog

- Up-to-date OEM catalog of parts and accessories
- Detailed parts diagrams

Performance Analytics

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Comprehensive eCommerce Solution

- Fraud identification tools with an extensive fraud database
- PCI-compliant, secure eCommerce site
- 24/7 dealer support and training, based in Atlanta, Georgia
- ShipStation and Real-Time shipping integrations

Targeted Local Online Advertising

- Search Engine Marketing (SEM) to put your site front-and-center in online searches
- Online Shopping ads (PLA) with automatic pricing updates
- Tailored product listings and landing pages based on customer's query
- Return on Ad Spend (ROAS) reporting so you can see dollar-for-dollar what you get back on your spend

Performance Coaching

- One-time service within the first 120 days with optional additional coaching



Advanced Package

Generate more sales with expert strategy and regional advertising.

Increase the number of customers to your website with regional online advertising, optimized site content and expert consulting. Only available to select dealers.



Online store with comprehensive reporting



Local and regional Search Engine Marketing (SEM) and Search Engine Optimization (SEO)



Performance coaching twice yearly



Flat Monthly Fee

- Moderate advertising spend



Moderate Effort

- Package requirements include fulfilling more orders and monitoring advertising performance



Regional Reach

- Local and regional advertising

Parts and Accessories Website

- Brand-compliant
- Mobile-optimized

Detailed Parts Catalog

- Up-to-date OEM catalog of parts and accessories
- Detailed parts diagrams

Performance Analytics

- Over 300 instant real-time reports that give you insight into performance

Comprehensive eCommerce Solution

- Fraud identification tools with an extensive fraud database
- PCI-compliant, secure eCommerce site
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Performance Coaching

- One-time service within the first 120 days with optional additional coaching

PRO Package

Maximize performance with this premium package, offering the full breadth of our eCommerce program. Contact our Sales team at sales@simplepart.com for more information.



Need More Help?

We look forward to being your eCommerce partner and helping you grow in a long-term, sustainable way. SimplePart is dedicated to making sure your business succeeds. So if you have any questions or concerns, we've got the right team of experts to help you out.

Contact Information:

For site or setup questions, contact our 24/7 Client Services Team:

☎ (888) 843-0425

✉ support@simplepart.com

For detailed package and program information or to schedule a demo, contact our Sales Team:

☎ (404) 620-9764

✉ sales@simplepart.com

View our website:

🖱 simplepart.com



CLIENT SERVICES TEAM: (888) 843-0425
SALES TEAM: (404) 620-9764

V O L V O | **SimplePart** ■■■