

## Volkswagen Group's TPS Network bucks the automotive trend

Alex Smith, Head of Group Parts Operations at Volkswagen Group UK



Since our previous issue, Volkswagen Group's multi-award winning Trade Parts Specialists (TPS) network has continued to go from strength to strength with seven months of continued growth and record sales. So what is the formula for its success while the rest of the economy and particularly the motor industry is struggling? Well, apparently it's not rocket science...

We asked Alex Smith, Head of Group Parts Operations at Volkswagen Group UK, to explain this success.

THE TPS BUSINESS MODEL was designed around delivering exceptional customer service by meeting the unique needs of the independent motor trade. We started with a blank piece of paper and asked trade customers what they wanted from a parts supplier and we planned our network from there," observes Smith. "Trade customers told us that they wanted to be able to make one phone call for access to genuine parts for all five of our brands. They wanted to be able to speak to knowledgeable professionals who had the parts they wanted in stock, at a competitive price and most importantly, they wanted a delivery service that was geared to help their business run as smoothly as possible."

Smith also believes that underpinning all this, of course, is the quality, safety and reliability of Volkswagen Group Genuine Parts. "Although we sell competitively priced lubricants, batteries and consumables under the Quantum all makes banner, Volkswagen Group Genuine Parts are the core of the TPS offering. For the trade it's about having the peace of mind that the part is the right part for the job; it's about fit-first-time convenience, a two year warranty on all of our genuine parts, and prices that are highly competitive even when compared with non-OE parts; in summary it's about proven safety and value. Independent test results prove conclusively that our genuine parts are safer and more economical over time than the comparable parts which have been tested."

"At the same time we have encouraged independent repairers and body shops to pass on these messages to their customers, the owners and operators of Audi, SEAT, Skoda and Volkswagen passenger cars and Commercial Vehicles. I believe that not only

have these messages got through, but they are resonating in a market where people now consider very carefully what they spend their money on."

Supporting the genuine parts offer is a sharp focus on customer service throughout the UK-wide TPS Network.

One customer-facing example is the new TPS 'On Demand' delivery service, which supplements the standard offer of up to three deliveries a day. "On Demand means that customers within 20 minutes' driving time of their TPS Centre can now have their parts orders delivered within one hour of their phone call," says Smith.

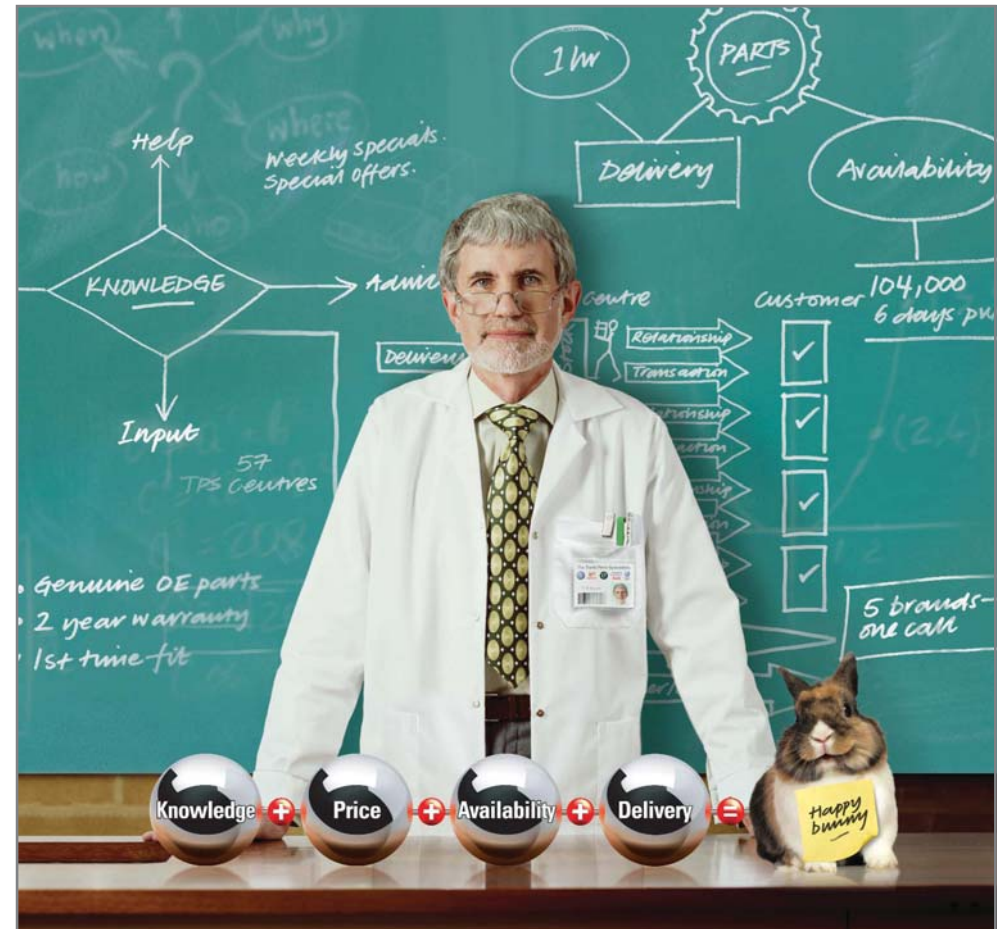
Another example, this time behind the scenes, is the TPS Network's staff incentive programme, TPS Heroes. Smith believes that Heroes is unique in the industry as the programme recognises each and every job role within the TPS Centres – and emphasises the behaviours required to consistently achieve the highest levels of customer satisfaction.

National Heroes is a key category in the overall TPS Heroes scheme. It rewards individual performance and there are separate measurements and awards for Delivery Drivers, Telesales Staff, Administrators, Warehouse Operatives, Sales Development Managers and TPS Managers.

Clearly, the TPS Network has performed well in a misfiring economy; with all the components working together to drive the trade parts market forward. And if the service delivered from Volkswagen Group's TPS Centres has helped alleviate some of the operational pressures of running an Independent Motor Repairer in these challenging times, then all the hard work involved in developing this innovative trade operation has been worthwhile.

### One Call - Five Brands - the TPS service summed up

- Genuine parts for Audi, SEAT, Skoda, Volkswagen passenger cars and Commercial Vehicles from one supplier
- 100 percent trade-dedicated network
- Highly competitive prices
- Up to three deliveries a day and On Demand delivery service
- Extensive local parts stocks
- Customer incentives and special offers
- Comprehensive lubricants, consumables, wiper blades, anti-freeze and battery ranges
- 57 Centres across the UK
- Open six days a week
- Award-winning service



## The formula for our success? It's not rocket science.

Take over 104,000 Volkswagen Group Genuine Parts that fit first time, every time. Make them available at very competitive prices with up to 3 deliveries a day and our 'On Demand' express service. Add the unique TPS Centre network with 100% trade focus into the equation for the highest levels of customer satisfaction. The result – over 35,000 happy customers.

It's simple really.

The Trade Parts Specialists

