



From the Editor ...

NASPC Parts Manager Survey

The 2012 Parts Manager Satisfaction Survey will be available between **September 10 and October 5, 2012**. We have made quite a few improvements to StarParts in the past year.

Release 5.0 New Features:

- 8 Digit VIN
- Mouse over sales codes in the description field to see the definition of the sales code(s)
- Added the Fluids icon to the tool bar
- Ability to CUT and PASTE VIN's using right click button
- Ability to print to PDF for Bookmark, Ident, Parts and Search Parts results screens
- Added external Links to the **"All Makes"** and **"Electrical Connector"** web sites
- Added PC Compliance at the top left of the screen. You can click on the link to see what is out of compliance.

Release 5.1 New Features:

- Single click navigation. In Navigator you can "single click" at each level all the way to the parts illustration.
- We have lightened the watermark (Chrysler Group LLC) on the PDF's that StarParts creates when printing for easier viewing.
- In the upper left corner of your StarParts window you will now see the version of StarParts you are running
- Enhanced Accessory Group - 001A
 1. Info column has more detail information on the accessory part
 2. The mouse over box has more detailed part description information.
 3. Accessory parts have their own graphic which displays when selected in the parts screen.

Release 5.2 New Features:

- Ability to print Mopar Notes and User Notes from any of the user note screens.
- Ability to COPY and PASTE in the search screen using the right click feature.
- The Java used by StarParts was upgraded from 1.4 to 1.6 which corrected the Windows 7 graphic issues.

In addition to the improvements listed above, we have reduced Tier 3 Escalation response time from a high of 3 weeks to less than 3 hours (6 months and running).

We also improved agent accuracy due to agent training, internal process improvements and by listening to actual calls.

We also have a Renewed Customer Focus - You Are Our Customer !!

If you like the progress we've made in the past year – please take a few minutes to complete the NASPC Parts Manager Survey and be assured that every comment is read and taken to heart.



Letters to the Editor

Mopar Specifying

"This is probably the type of phone call you @ specifying have been receiving. Is this the correct floor mat set for this VIN? Here is the issue I see you have a VIN code for the color and that yes the vehicle did come from the factory with floor mats, yet what kind of floor mats is this part number? Are they carpeted or are they rubber, the vehicles VIN doesn't even break that down.

I don't think the issue is whether or not StarParts is a good catalog, it's a great catalog compared to GM, Ford and Microcat. The issue is we're all gun shy. We order the incorrect part that part is stuck in our inventory until it collects dust, unless you're a larger dealership that has ample return reserve every month.

So when in doubt we call the experts, I generally call a dealer that has the part in stock and see if it's what I am looking for. Not that I am pointing fingers but the past few times I have called specifying to get parts information or clarification, the information has been wrong and I am stuck with wrong parts. I have even had Specifiers tell me that they didn't know and they only have the exact same information that we here at the dealership have."

Rudolph Grein Cottage Grove Chrysler Dodge Jeep Ram

Thank you for the kind words about StarParts. I understand your concern about getting stuck with parts ordered in error. It's true - Mopar Specifying does use StarParts, but they also have access to a bunch of engineering screens.

Just so you know – if a Mopar Specifier specifies the wrong part – you can MRA that part (within 30 days).

'Export Only' Parts Block

"I need your assistance with a seat trim cover for a 2011 Grand Cherokee. StarParts shows part # 5LL03BD3AA. DealerCONNECT shows this part to be an "Export Only" item.

Expediting and specifying are telling us that it is a good US market part. Can you please verify that this is a US market part before I order it? Any help would be appreciated."

Dave Graham Westbury Jeep Chrysler Dodge

This issue resulted when Mopar closed a parts depot in Europe and shipped the parts back to the Orlando depot. The parts that are common with US vehicles got tagged with the "Export Parts" label in error. We are working through the issue.

The part is confirmed to be a valid US part and Expediting will process the order for you.



Another Letter to the Editor

"StarParts is improving every day. Thanks for all your efforts in this regard and for listening to suggestions from dealership employees. The August Newsletter mentions some planned improvements I would like to comment on. **We are planning to move from Model Year catalogs to a Perpetual catalog.** I hope this means a life of the platform catalog (or as close to that as possible). In other words, the Dodge Dart catalog will incorporate 2014 and 2015 part numbers into the original 2013 Dart catalog. There will no longer be separate catalogs for every model year. While this method introduces a few challenges as body styles and powertrains change design, overall the maintenance is less and most importantly each catalog page will receive more eyeball editing attention, resulting in a more accurate, easy-to-understand catalog."

Your interpretation and explanation are right on the money.

"When a part number is updated the system will allow us to make that change for all instances of that part in all catalogs Here I assume you are talking about corrections to the description or a data field other than the part number (unless the original part number was a typo (34 was keyed as 43). If you are talking about replacing the original part number with the latest number in the supersedence chain, this is a bad idea. I'm pretty sure you know this, but I wanted to mention it just in case. A good parts catalog will always permanently list the original number for a given application. If this number is overridden, stock will be stranded on dealer's shelves, customers will have to wait while parts are ordered (while the original number sits on the dealer's shelf), etc."

Again, you are right on the money. The catalog will retain the original part number.

"Let me relate a scenario that has happened to us several times. The new 2007 Dodge Caliber catalog is released and we decide to pre-stock some parts for this vehicle. The fender is a new part number **XXXXXXXAA**. We order some and they are on the shelf. Several months go by. A body shop calls and orders a fender. The parts person looks it up the catalog. Someone at Chrysler has changed the catalog page and it now lists **XXXXXXXAB** as the only part number. He checks our inventory, sees that we do not have that number on file and that there are no superseding numbers. He has to order the AB. In 9-12 months we return the -AA to you because it has never sold. Thanks for listening!"

Phil Krueger Buerge CJDR

Your example is a great analogy and explains why StarParts will always retain the original part number.



Restricted Ordering – Select Upfit Parts

The parts listed below are not available for general ordering. When you attempt to order these parts you will receive the message “OE Replacement Only – Call 800-765-7732”.

- Please verify the vehicle was built with the associated sales code for the package.
- Call Mopar Specifying at 800-765-7732. You will be required to provide the VIN for the vehicle the part is being ordered for.
- Mopar Specifying will validate the VIN provided and transfer the call to Mopar Expediting to create a case for the customer.
- Mopar Expediting will place the order for the dealer

The order will only be processed - IF the vehicle was built with the up-fit parts.

Part #	Sales Code	Upfit Name	Description
68164587AA	AZA	Mossy Oak	LH 5.7' Camo Dipped Molded Bed Rail
68164586AA	AZA	Mossy Oak	RH 5.7' Camo Dipped Molded Bed Rail
68164588AA	AZA	Mossy Oak	Camo Dipped Tailgate Spoiler
68164589AA	AZA	Mossy Oak	Mossy Oak Rear Quarter Panel Graphic
68165461AA	AZA	Mossy Oak	Camo Dipped Center Finish Panel -- Bench Seats
68164590AA	AZA	Mossy Oak	Camo Dipped Center Finish Panel -- Bucket Seats
68165813AA	AZA	Mossy Oak	Mossy Oak CFP Badge
68164591AA	AZA	Mossy Oak	Camo Dipped Door Applique
68164602AA	AZA	Mossy Oak	Katzkin Vinyl Headrest
68165812AA	CBK	Mossy Oak	Katzkin Leather Seats (2-Rows) -- Bench Seats
68164600AA	CBK	Mossy Oak	Katzkin Leather Seats (2-Rows) -- Bucket Seats
68165942AA	AZD	Red Wings	Katzkin Vinyl Headrests -- Front Only
68165944AA	AZD; AZZ	Red Wings	Detroit Red Wings Rear Quarter Panel/Tailgate Graphic
68165943AA	CBK	Red Wings	Katzkin Leather Seats (2-Rows)
68089085AA	AYD	Mopar '10	Mopar 10 Decal
82212414	AYD	Mopar '10	Mopar 10 Vehicle Cover
68088763AA	AYD	Mopar '10	Mopar 10 Engine Cover
68092727AA	AYD	Mopar '10	Serialized Badge - Canada
68088682AA	AYD	Mopar '10	Serialized Badge - US
68145038AA	AVD	Mopar '11	Decklid Badge - Mopar Design
68145037AA	AVD	Mopar '11	Serialized Badge - US
68158570AA	AVD	Mopar '11	Serialized Badge - Canada
68088763AA	AY4	Mopar '12	Mopar Engine Cover
68184694AA	AY4	Mopar '12	Shift Bezel Interior Badge - Serialized "Unbounded"
68184695AA	AY4	Mopar '12	Mopar '12 Vehicle Stripe Kit
68145038AA	AY4	Mopar '12	Mopar Decklid Badge
68184693AA	AY4	Mopar '12	Mopar 75th Anniversary Badge (LF & RF Fender)
5LF891X9AA	AY4	Mopar '12	Steering Wheel (Leather Wrapped) w/Blue Stitching



Parts & Service Working Together

The example below shows how the Parts and Service teams are working together to make sure you have all the information you need to service the customer's vehicle. That's why we have started to add service information in StarParts – when it makes sense to do so.

When you order a replacement door for the Jeep Wrangler below – you don't just take it out of the box, paint the part and install it on the vehicle. If you do, the customer will experience water leaks.

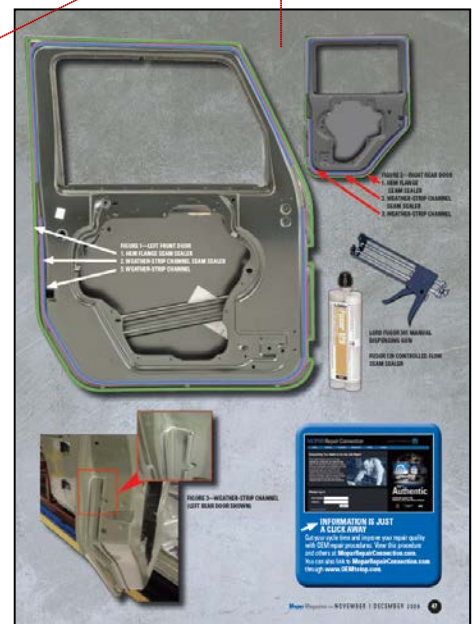
The Jeep® Wrangler (JK) Mopar® O.E. replacement door is e-coated and then shipped from the factory without door sealant. The door must be sealed properly in order to prevent water leaks into the vehicle and corrosion.

The door-sealing procedure is a 4-Step Process. Be sure to have the following products available: 3M 08984 General Purpose Adhesive Cleaner (or equivalent), Fusor 129 Controlled Flow Seam Sealer and a LORD Fusor 301 Manual Dispensing Gun.

When you see an INFO note like the one shown below, you may want to print the document and include it when you deliver the part. It just may eliminate a shop comeback and result in a delighted body shop customer.

Item	Note	Description	Part Number	Note	Qty	Super	Tech	Info	Line	Series	Body
1		DOOR, Front									
		Right, [GCF]	68079 596AD		1			i	JU		72
		Right, [GCF]	68079 596AD		1			i	JTU		74
		Left, [GCF]	68079 597AD		1			i	JU		72
		Left, [GCF]	68079 597AD		1			i	JTU		74
2		PANEL, Front Door									
		Right, [GCF]	68061 642AB		1				JU		72
		Right, [GCF]	68061 642AB		1				JTU		74

Logout | 2012 JK | Built: | Eng: | Trans: | Trim: | Mkt: U | Line: | Series: | Body:



AUTHENTIC PERFORMANCE





StarParts Application Tips

Shortcut



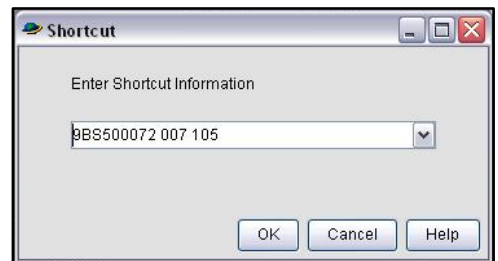
The fastest way to navigate in StarParts is by using the shortcut function.



You can use this feature by clicking on the running man icon on the parts screen or by using the button on the bottom of the Bookmark, Navigator and Ident windows.

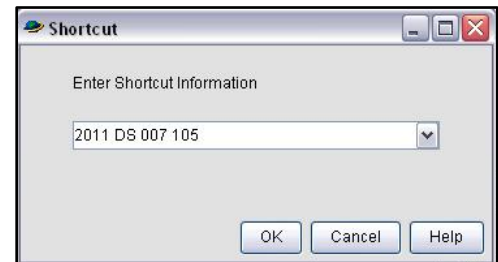
Using a VIN-Group-Illustration

You can use Shortcut to jump from one catalog to the next by entering a VIN into the Shortcut box or by Model Year family. You must use a space between each data field.



Using a Year-Family-Group-Illustration

You can also add an optional group and Illustration number to jump further into the catalog if you know in advance where in the catalog you want to look. Again, you must use a space between each data field.



Mopar Note



If a part has "See Note" in the description the note is located in the upper left part of the screen right above the printer icon. The picture below displays the green note.





August Feedback

Feedback	Reply
<p>In the Ident screen you should eliminate the trim option and list the "line", such as 1500, 2500, 3500, also filter it down to Dodge or Chrysler. There are times when wholesale accounts call and they do not have a VIN and we could filter down easier if the function was available.</p>	<p>We agree that, without a VIN, having more filtering options would be very useful. Brand, Line, Body Style would be good to have and we will put this ideas in the "want to have" column for the next release of StarParts.</p>
<p>I am aware there are modifications in process with cataloging to improve the illustrations, but will it be possible to have an actual photo of the wheels and wheel caps instead of a line illustration. Quite often wheels are swapped on the lot before the vehicles are sold, or the customer has sourced wheels from a recycler or wheel reseller and the codes in StarParts no longer apply to the vehicle. Trying to match wheels by a description, or line drawing is impossible, and results in us ordering unnecessary parts multiple times until we get it right. Even having a separate PDF published with photos of our wheels would be of great help. This is an example of a Jeep Liberty with 7 wheel options, and no illustrations.</p>	<p>This is perfect timing for a suggestion like this. Although this will not help the immediate need for the wheel example, the future looks bright. Mopar has just started a project to have every service part photographed, measured and weighed. As these photos are saved to the database we will be populating the Info column of StarParts with pdf digital images of the parts. Accessories and the fasted moving service parts will be the first to be photographed. There are over 350 thousand active service part numbers so the project will take some time but you should start seeing images soon.</p>
<p>A few years ago when the economy went down we went from 5 employees in our parts department to 3 including myself. I am the Parts Manager. What we have here is a front counter, a rear counter, telephones ringing and my office to tend to. I have one employee on the front counter, one employee on the back counter and myself running back and forth working at both those locations and answering telephones and trying to complete my stuff in my office. We have 5 total computers in the parts department so i desperately need to be able to log in at more than one location because it takes about 3 minutes to log in each time. Maybe our business will increase enough soon that I can hire another employee but anything you can do to help me out would be greatly appreciated. P.S. I have noticed some real good changes in StarParts lately and please keep improving.</p>	<p>Simultaneous multiple user logins has been on many wish lists for a long time. StarParts is an application that runs on the user's computer rather than through an internet web browser. There is difficulty maintaining Bookmark and user note integrity when the same user is logged in more than once. However, we do see how this could be very helpful and we are trying to make it happen for a future enhancement to StarParts.</p>
<p>I LOVE THE NEWS LETTER... But how about we charge for the additional effort we spend trying to get the correct part - and then we are given the wrong part number - then have to reorder, redeliver and do a MRA claim returning the incorrect part provided by specifying. The catalog is better and will never be perfect but it's a two way road each and every day we have catalog issues that we deal with as best as possible. We all share frustrations, but we have no leverage to recover the cost of time we invest trying to solve issues. Again - Love the Newsletter and the efforts you are putting forth.</p>	<p>Thanks for the feedback and the positive comments about StarParts and the Newsletter. The points you make are valid. Catalog errors impact everyone. It is in everyone's best interest to eliminate them as soon as we are made aware of the issue. That's why it's critical to tell us when you run into the situation. And then it's critical that we respond to you quickly with the correct information - like we did in this case. And then we need to make the needed corrections to the catalog - so the next person benefits from the actions you have taken.</p>

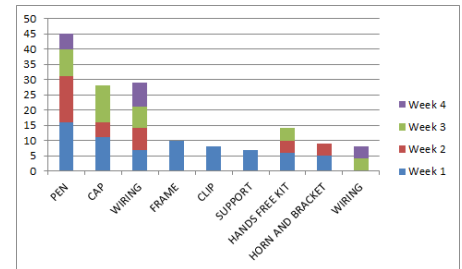




New – Catalog Correction Strategy

We just started a new initiative to identify the need for a catalog correction faster – and in many cases – even before we receive a request to make the correction. The plan is very simple.

Each week we'll run a report of cases by part number. Any part number with 5 or more cases will be investigated / resolved quickly. Catalog corrections / notes / etc. will be made within 24 hours - whenever possible. And then we'll track it to make sure the calls drop off.



Please make sure that you provide the agent with the affected part number so we can make sure your voice is heard.

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.

Star Feedback

User: [] Parts: []

Page 1 Page 2

Parts Feedback

Type of feedback: []

Priority: []

Application/Tool: [suggestion for improvement]

Accessories: []

Catalog illustration: []

Catalog group: []

Illustration: []

Part: []

T.O.C. ID: 2144067

Item #: []

Detailed description of fault/suggestion for improvement

Please choose the type of feedback you'd like to give.

Mail Cancel 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.