

### Boch Toyota South's transition from traditional eCommerce platform to RevolutionParts

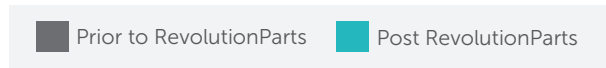
Massachusetts Toyota dealership, Boch Toyota South, implements RevolutionParts Local to create a more user friendly, efficient, and profitable online parts sales solution.

#### Partner Background

Boch Toyota South is a third generation family owned dealership located in North Attleboro, Massachusetts. Proud, multi-year recipient of the Toyota Parts Excellence and Toyota Service Excellence Awards, the Toyota Presidents Award, the Board of Governors Award and Customer Relations Excellence Award.

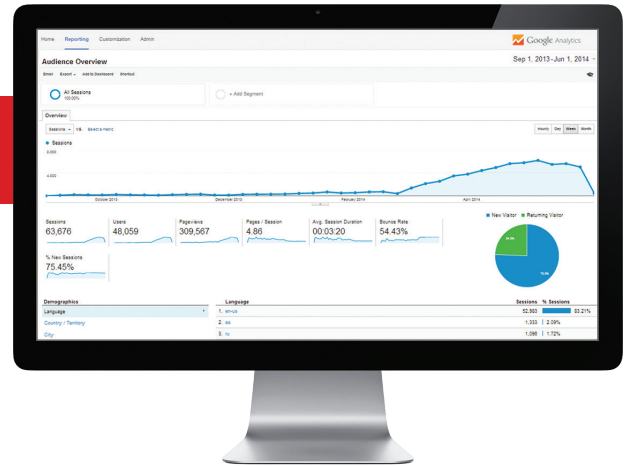


#### Results:



“ Before we started using RevolutionParts, we were using a site that wasn't very 'user friendly'. It seemed that you needed a guide to perform any action that you wanted to. ”

-Craig Spence Parts Manager, Boch Toyota South



#### Challenges Prior to RevolutionParts

- Increased marketing efforts had no impact on sales
- Near impossible for users to locate parts
- No way to stay ahead of technology
- Difficulty using the platform

#### Objectives

- More modern storefront
- Easier-to-use parts ordering system
- Increase parts sales
- Increase organic traffic to parts site
- Increase conversion rates
- Increase number of transactions

#### Game Changers with RevolutionParts

- Complete restructure of catalog architecture
- User friendly design
- Enhanced search capability
- Desktop and mobile version websites
- Real-time shipping quotes
- Comprehensive training

“ Revolution is very easy to use for both the customer and here at our dealership. It is easy for me to figure out problems that may arise and also it is easy to teach new employees how to use this system. ”

**Learn more at [www.revolutionparts.com](http://www.revolutionparts.com)**  
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