



# Customer care at its best

> 35

years quick lube  
industry leader

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209,000

total square foot distribution space  
in 4 distribution centers across the  
country

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5

million items shipped  
each month

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## CHALLENGE

- Replatforming: business grown out of old solution
- Realize a powerful e-commerce website with extensive self-service options that meets the increasing expectations of B2B customers
- More flexibility and enhanced product visibility
- Strengthen market share organically

## SOLUTION

- “Amazon-like” shopping experience and access to the industry’s broadest assortment of over 4,500 items
- Individually created parts finder to ensure that only the right products end up in the shopping cart
- Smooth project process with stakeholders from different departments to identify customer needs and business requirements right from the start
- Customer-centric and intuitive platform with low business risk to focus on scaling the business

## ABOUT HIGHLINE WARREN

Based out of Memphis, Tennessee, Highline Warren (Highline) is a leading national distributor of consumable products serving multiple channels across the automotive aftermarket. With over 600 employees and 21 facilities, Highline offers a robust portfolio of national brands, private label goods and in-house chemical blending and packaging capabilities. Customers include: vehicle repair shops, retail businesses, and quick lube businesses.

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[www.highlinewarren.com](http://www.highlinewarren.com)

## ABOUT THE BRAND

Highline owns seven companies in the automotive aftermarket. Service Champ is the largest specialty distributor of consumable maintenance parts and accessories to quick lube, general repair and car wash shops. Besides carrying the industry's leading brands, Service Champ generates over half of its revenue from company-branded products.

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[www.servicechamp.com](http://www.servicechamp.com)



## The idea: a platform to improve product reach, drive sales and increase basket value

When Service Champ was founded in 1984, the company primarily sold tune-up parts to garages and service stations in the Northeast. But when the company was looking for growth, they invested in a business model structured to support the quick lube industry. Service Champ quickly became one of the first companies in the automotive aftermarket to focus on serving this growing sector. In 2019, the e-commerce automotive aftermarket size exceeded \$8.7 billion and will grow at a compound annual growth rate of 18.5% between 2020 and 2026. Online revenues have risen steadily year after year as B2B customers increasingly request automotive parts and services online. To meet the high demand for online ordering, Highline needed to establish a scalable 24/7 online channel. The existing solution limited the growth of the online business and lacked easy management and flexibility. Furthermore, it did not have the self-service and shopping features their customers needed which resulted in low customer adoption and satisfaction. Therefore, the focus of the new platform was on enhanced product visibility and extensive self-service capabilities to increase customer adoption and strengthen market share organically.

## The Service Champ online shop

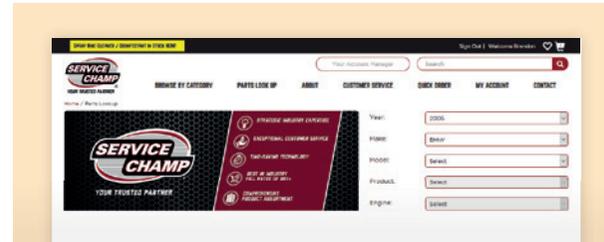
Despite all the talk about customer experience and expectations, many B2B organizations in the automotive sector still invite their customers to place orders by fax or force them to make a phone call. Since 2019, Service Champ offers an “industry leading e-commerce platform” based on Intershop technology. The Intershop Commerce Platform offers Highline’s B2B customers an easier and cheaper online ordering experience with a large catalog and high-quality product images, product specifications



The site features beautiful, large marketing banners and personalized featured products to address customer needs. For an improved customer experience, the assigned sales account manager picture appears right away and can be contacted immediately for important questions.

and details, shipping and ordering lists and warranty and return information to keep customers informed.

Functionalities such as order templates and quick order forms enable customers with frequent orders of same or similar products to manage their orders online efficiently. New users with different roles and authorizations can easily be added and the extensive My Account dashboard gives information about order, payment and budget details.



The Parts Finder allows you to quickly search for specific parts and facilitates the search process through selected filters. This ensures that only the right products end up in the shopping cart avoiding expensive returns.

## Highlights

Mobile and tablet friendly

Fast page load speeds

Quick access to top national brands

Overview of new arrivals and seasonal products

Easy-to-setup promotions

Multiple ways to find products

Browse by category

Search by Service Champ part number

Cross-reference or use competitors part number

Integrated parts look-up

Express checkout

## DSS Partners: Launch in less than four months!

DSS Partners brings more than 20 years of multi-platform e-commerce expertise to the market and is the only Intershop Platinum Partner in North America. With a 100% success rate on multiple Intershop projects, it was clear that DSS was the perfect partner for Highline Warren.

The project to design, develop and implement a new B2B e-commerce online channel began in 2019. Right from the start, DSS ensured involvement from all project stakeholders to get cross-

departmental insights and feedback. By including facilitators from different departments like Operations, Warehousing, IT, Sales and Marketing, the right business requirements were identified from the beginning and all customer needs were covered and considered.

Thanks to the numerous B2B features, the Intershop Commerce Platform could be used immediately and without extensive customization. Just four months later, Service Champ was able to service customers 24/7 while enhancing customer experience.

Thanks to the professional work from DSS Partners, Highline didn't have to worry about the implementation but focused on scaling their business to meet the new online demand. For more information, please visit [www.dss-partners.com](http://www.dss-partners.com).



“DSS was incredibly molecular with every detail in our e-commerce build. DSS addressed each and every aspect of our customer’s on-line experience ensuring we build a customer focused and best in class intuitive site. Our partnership with DSS, their consultation and strategic input allowed us to deliver an industry leading platform for the quick lube sector in less than 4 months.”

Mike Quinlan, Director of Marketing at Highline Warren

The screenshot displays the Service Champ e-commerce interface. At the top, there's a navigation bar with the Service Champ logo and various menu items like 'BROWSE BY CATEGORY', 'PARTS LOOK UP', 'ABOUT', 'CUSTOMER SERVICE', and 'QUICK ORDER'. Below the navigation bar is a table with columns for 'LINE', 'PART #', 'QUANTITY', 'INFO', and 'DESCRIPTION'. The table contains three rows of items:

LINE	PART #	QUANTITY	INFO	DESCRIPTION
1	CAST520	6	+	Castrol Castrol GTX 5W20.4/10t
2	CAS16	6	+	Castrol SFX Oil Filter
3	CAS2675	12	+	Castrol SFX Oil Filter
4				
5				
6				
7				
8				
9				
10				

Below the table, there's a section for 'Add More Part #' and a message: 'You are \$149.10 away from Free Shipping'. A red 'ADD TO CART' button is visible. To the right of the table, there's a product detail panel for a Castrol filter, including a small image of the filter and text: 'Brand: Castrol', 'Part Number: CAS16', 'Packaging Type: 6 CASE', '2019 Catalog Page#: 17', 'Warranty Code: T', and 'Product Warranty: Click Here to view warranty information'. Below this, there are several bullet points describing the filter's features, such as 'Advanced filter media provides superior efficiency which removes 99% of dirt particles found in oil' and 'Higher dirt holding capacity than conventional filters'. At the bottom of the panel, there's a list of compatible vehicles: 'Chrysler, Dodge, Plymouth (1991-09), Jeep/Eagle (1991-08), Service Champ# OF4670, Warner# WPH253, Mobil# M1-204'.

Orders can be created quickly with the quick order form. A buyer can enter a product ID and quantity or just upload a CSV file containing product IDs and required quantities. Further information such as warranty and model info can be called up easily without leaving the quick order form by just hitting the info button.

## Paving the way for the future: The right strategy and e-commerce platform to drive customer adoption and grow the business

**Do you know what will make your online shop successful? Highline Warren focuses on selected figures to ensure strategies increase revenue. KPIs include:**

- Active monthly users
- Online sales as a % of total company sales
- Online order count
- Average basket size
- New online registrations

After going live with the new site, Service Champ made immediate progress toward ROI, gaining new customers and converting more users online. Service Champ continues to see a deeper penetration of online sales in relation to the amount of overall company sales. Monthly online registrations have seen a tremendous increase (in excess of 30%) than the previous year.

According to Highline, this can be attributed to new B2B and self-service features available on Servicechamp.com. At the same time, they noticed a high percentage of customers using mobile devices to access their web site. Fortunately, Intershop's native responsive web design and mobile framework enhanced the user experience by providing a mobile version of the entire shopping experience. Features

such as endless scroll and a mobile-friendly cart/checkout were key to success in this area. Customer feedback on the site has been consistently positive and suggestions about nice-to-have features are pushed into planning sessions for new releases.

Due to the comprehensive site functionality and traction they see of customers migrating to the site for ordering, the sales team now has more time to help support customers in deeper ways (rather than taking orders over the phone) and to call on new prospective accounts to build their sales pipeline.

### Outlook

Service Champ serves a large number of small business customers that repair and sell automotive products. Strategically, this was the perfect brand for Highline to prioritize their e-commerce initiatives as they knew the new online shop would make the biggest impact for these customers.

On the basis of a stable, scalable B2B platform, Highline Warren, Intershop and DSS Partners are continuing their work. Next steps include the implementation of a subscription-based business intelligence system and the launch of the Canadian Service Champ site. In addition, another project to implement the aftermarket site for large B2B retail customers is already underway.

“Our initial growth goal for year one was to drive a 10% increase in new online customer registrations. After the first six months, we saw an increase of over 22%!”

**Mike Quinlan, Director of Marketing at Highline Warren**

## ABOUT INTERSHOP

## Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at [www.intershop.com](http://www.intershop.com).

**SPEAK DIRECTLY WITH ONE OF OUR EXPERTS**

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