

Driving customers to NAPAonline



Overview

■ **The Challenge**

Develop an interactive online parts store that fosters trust and customer loyalty

■ **The Solution**

IBM hardware, e-business applications and integration services, combined with Kana's eCRM solutions

■ **The Benefit**

Offers customers a personalized, reliable online experience, provides prompt order processing and fulfillment capabilities, and experienced consistent growth of 300,000 to 400,000 Web "hits" in each of its first nine months

One of the world's largest auto parts distributors

The National Automotive Parts Association (NAPA) was founded more than 75 years ago to organize the process of supplying automotive replacement parts. Today, the organization is one of the world's largest distributors of aftermarket automotive parts and accessories. Its extensive network comprises over 6,000 brick-and-mortar stores, 70 parts distribution centers, over 10,000 NAPA AutoCare Centers, and an online auto parts store developed and supported with IBM technology.

The challenge: Develop an interactive online parts store

Though NAPA prevails as an established retail presence, it was the emergence of dot-com companies with e-commerce sites in 1999 that motivated NAPA to extend its brand to the Internet — through NAPAonline.

NAPA, a long-time IBM customer, looked to IBM to develop its Internet auto parts store. IBM determined that the site required prompt order processing and fulfillment capabilities, quick responses via e-mail to customers, and a robust Customer Relationship Management (CRM) system. "The goal for NAPAonline was to make it a one-stop shop for consumers who wanted to purchase parts or get information," says Keith Schamis, general manager of NAPAonline.

'The IBM e-business expertise and technology, together with Kana's leading eCRM solutions, enable online ventures like ours to thrive in an economy driven by relationships.'

*Keith Schamis
General Manager of
NAPAonline*

eCRM solution provides global view of customer interactions

NAPAonline chose an IBM solution of hardware, e-business applications and integration services, combined with key software from Kana, a market-leading provider of enterprise Customer Relationship Management (eCRM) solutions. Kana's highly scalable platform provides customer service representatives with a 360-degree view of customer interactions across all communications channels, including e-mail, Web, chat, instant message and phone.

Schamis explains that with 250,000 items in its catalog, NAPAonline uses the eCRM solution primarily to manage e-mail for frequently-asked-questions and phone interactions. "We looked at several other CRM programs, but we wanted a Web-based solution for the long-term, as opposed to a customer call center," he says. "IBM had put together a comprehensive e-business solution that put our customer in the center of a Web relationship."

Built on foundation of IBM technology

In developing its online store, NAPA deployed a combination of IBM Netfinity® database and Web servers that are connected to eight IBM AS/400® legacy servers, encompassing the company's nationwide fulfillment distribution centers.

The IBM Netfinity 6000R runs the IBM WebSphere Commerce Suite, the industry-leading e-business deployment application, while the two IBM Netfinity 5500 Web servers run Kana's customer service applications. WebSphere® and IBM DB2 Universal Database™ respectively provide access to and data storage of Web-based transactions on NAPAonline. Messaging functionality is managed by IBM MQSeries,® an adaptive middleware solution that allows NAPAonline to send information across different platforms.

Popular site wins customer loyalty

Since deploying the solution in March 2000, NAPAonline has experienced consistent growth in the number of hits to its Web site — "upwards of 300,000 to 400,000 visitors each month," Schamis says. "With that much traffic, it was important to get the same high quality service at NAPAonline that we experience in our stores. The IBM/Kana solution helps us provide customers with a personalized and reliable online experience — one that fosters trust and customer loyalty."

For more information

Visit the following Web sites:

ibm.com/eserver/xseries

www.napaonline.com

www.kana.com



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