



Features & functions for your webstore



Shopping online for automotive parts or accessories can be daunting.

It's vital that customers can feel confident they have the right part for their specific model and version, or they won't risk it. Our approach to automotive fitment is to deliver absolute confidence to the customer all the way from start to finish, and beyond.

We achieve this through a concept we call 'guardrailing'.

Imagine you're driving up in the mountains on a winding road, with steep precipitous cliffs all the way. You'll feel so much safer with guard rails along the side of the road. Most customers shopping online are nervous by default. They can't see you. They can't see the product. They can only see what you choose to show them. If they've never bought from you before, they'll be even more nervous. The winners in online retail are the ones who do the best job at instilling confidence into their customers. Trust is king.



'Guardrail' your customer journey

Provide your customers with obvious and reassuring confirmations all the way through their journey on your webstore. Make the journey as foolproof as possible. Give your customers every reason to be confident buying from you. The more your customers trust you, and the more confident they feel that they have the exact parts and accessories that fit their specific model, the more they will be willing to spend. When their trust is validated upon receiving the order and confirming the part is an exact fit, they'll be far more likely to return for more, and tell others about your webstore too. Eliminate customer doubts and potential confusion from your automotive webstore through guardrailing. It is worth it.

Fitment features for your webstore



Once your parts & accessories are appropriately tagged with our clean and concise vehicle and motorcycle data powered by either Redbook or TecDoc, you have all the ingredients you need to make the customer experience on your webstore near foolproof. All of the below features and functions are available to guardrail your customers, guide them faster and more intuitively to the right products, and boost their confidence to buy on your webstore. The best results are achieved when all of these features are deployed together:

Header part finder

Break the customer journey up into simple choices with our user-configurable API enabled real-time part finder. Customers can effortlessly find their specific model and then instantly see all parts compatible with it. For convenience, your part finder should be highly visible and accessible on every page of your webstore. Our revolutionary configurable part finder means you can display between 3-6 part finder dropdowns, and you can choose the attributes that appear in each, and change them any time. This puts you squarely in control of one of the most important customer experience features on your webstore.

Retain model details

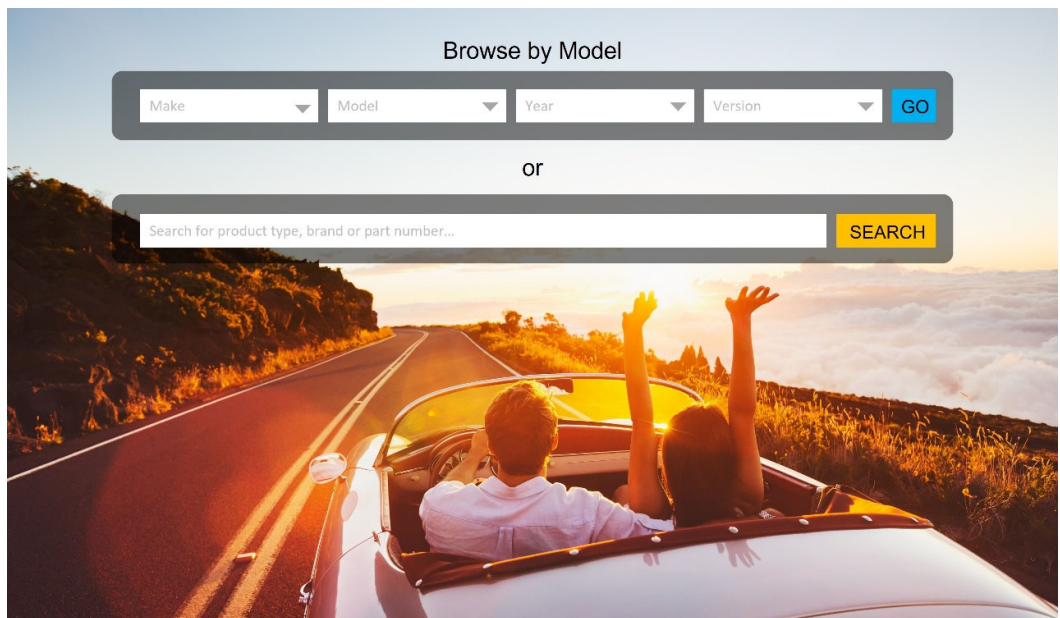
Selecting a vehicle or motorcycle model in your part finder is quick and easy, but don't make the customer have to do it over and over. With this feature activated, the model selected by the customer will be displayed in the site header and appear on every page until it is cleared or the browser session ends. Automatic collection page filtering is only possible with this feature.

Sitewide filtering

Where a vehicle or motorcycle model is actively selected via the part finder or virtual private garage, this guardrailing feature will filter all category, brand, collection and search pages to only display products that are tagged as compatible with that specific model. Saves your customers drowning in thousands of incompatible products and speeds up their journey to checkout. Where there are no compatible products on the landing page, a reassuring message can be displayed to encourage your webstore visitors to contact you with their requirements so you can assist them manually and secure more sales.

Universal item toggle If you've taken the automatic sitewide filtering function, consider adding a toggle that allows customers to then include or exclude universal products on any collection page across the site. The filter can be toggled on and off by the customer to view all results, or only those results that match the selected vehicle. This is ideal for generic products such as oils and lubricants. This feature is platform dependent.

Homepage part finder First impressions matter, so display a part finder front and centre on the main homepage of your webstore. For the homepage only, we'll swap the sitewide header part finder with a separate part finder positioned and styled in a way that it's hard for customers to miss it. This larger part finder can be combined with a search bar to offer customers an unmissable all-in-one starting point. The background can be a relevant fixed image or a video.



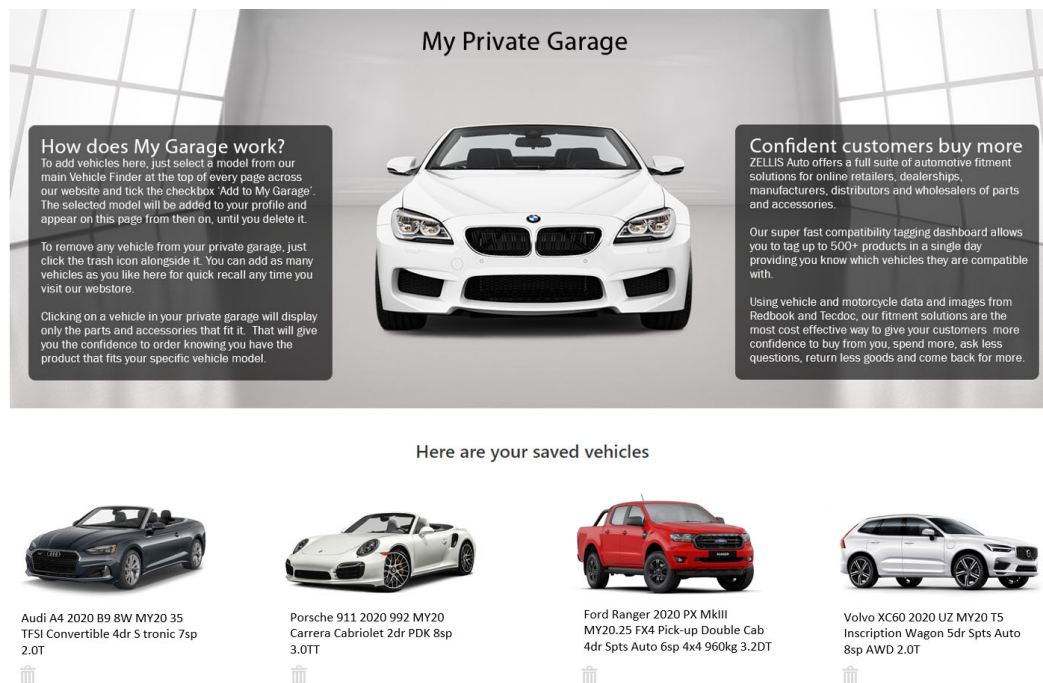
Popup part finder For even greater convenience, add a popup part finder that appears on collection pages across your webstore when the customer has not already selected a model from the main header part finder.

Fitment Badges Even if your customer has selected a vehicle using a part finder, they might find themselves wandering through other parts of your webstore and wonder whether products on the screen will fit their selected model or not. Eliminate the doubt completely by displaying a number of appropriately coloured fitment badges on all products that appear in a tiled format across the site. These will appear on your homepage, collection pages, product page cross promotion section, brand pages, part finder landing pages, and the pre-checkout upsell page). The same badges can also appear on product pages and in cart to give customers absolute confidence they have the right products when they checkout.



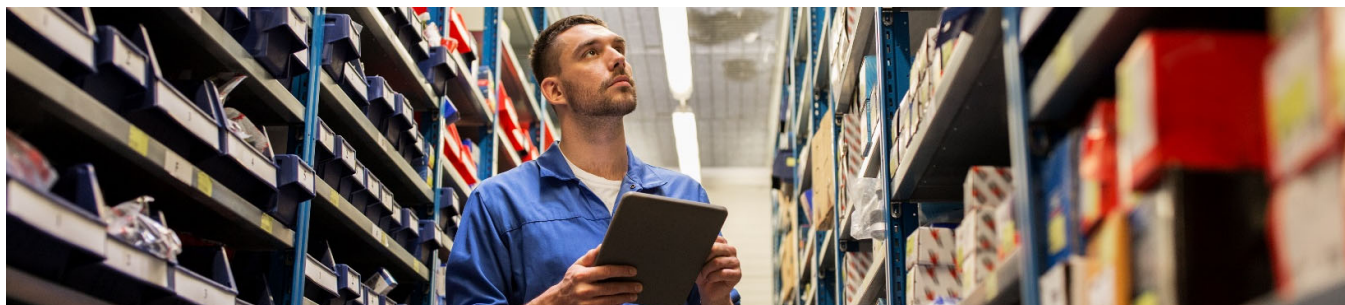
Virtual private garage

Give your customers their own personalised virtual garage on your webstore to save as many models as they like. Then just by clicking the vehicle or bike, they will instantly see all compatible parts and nothing else. Include an 'Add to my garage' checkbox in the part finder wherever it appears so customers can effortlessly add the selected model to their virtual private garage. Models can be easily removed when they're no longer needed. If you sell cars or bikes, supercharge your delivery experience by adding the customer's purchased model to their own virtual garage and show them it's there ready waiting for them to add conveniently find the right parts or accessories that fit it any time they login to the webstore. A powerful and highly visual experience that your customers will rave about.



Fitment guarantee

Offer the ultimate assurance to your online customers with a fitment guarantee. Where the customer lands on a webstore product page and the part is compatible with their active selected model via the part finder, a compatibility badge and popup message will be displayed. You can edit the popup message easily to provide details of your Guarantee, Return Policy and After-Sales Support so customers feel confident buying from you. If the product is a universal non-fitment type product, the badge can be replaced with a universal badge.



Compatibility List

Add a convenient list of all compatible models right on the product page to make it easier for your online customers to quickly check compatibility for other makes and models without needing to change their actively selected part finder model. This feature comes with a handy real-time filter that instantly filters the list as characters are typed in.

DESCRIPTIONCOMPATIBLE MODELSREVIEWS★★★★★

Search Models:

202

RANGER 2020 PX Ute 3.2 TDDi Diesel Rear-Wheel Drive

RANGER 2022 PX Ute 3.2 TDDi Diesel Rear-Wheel Drive

RANGER 2021 PX Ute 3.2 TDDi 4x4 Diesel All-wheel Drive

RANGER 2021 PX Ute 3.2 TDDi Diesel Rear-Wheel Drive

RANGER 2020 PX Ute 3.2 TDDi 4x4 Diesel All-wheel Drive

RANGER 2022 PX Ute 3.2 TDDi 4x4 Diesel All-wheel Drive

Browsing pathways

Allow customers to browse the various makes and models level by level. Add a 'Browse by Make' dropdown to your main navigation menu listing all makes you have products tagged to. This is in effect a supercharged and more immersive Part Finder. As the customer clicks each level, the screen refreshes to display all available modes in the next tier down. Coupled with our Redbook or TecDoc model images, this provides the customer with a highly visual and immersive pathway to their specific model.

Model images

Display actual photos of each vehicle or motorcycle anywhere they appear across your webstore. Supplied under license by Redbook or TecDoc, adding images to your webstore immediately sets you apart from competitors.

Photos are more easily recognised, dramatically boosting customer confidence and conversion. They also give a major visual validation boost to the Virtual Garage experience.

Cart confirmation

Display the actively selected part finder vehicle at the time any product is added to cart. The vehicle will be displayed below each line item. This way if your customers happen to add products that suit different models, they'll still have absolute confidence that they have the right parts for those models.

Item Description		Quantity
	ADAPTER TRAILER CONNECTOR (ROUND 7 PIN L Fits: Nissan X-TRAIL 2021 Ti Constantly Variable Transmission T32 4x4 On Demand Petrol - Unleaded ULP 2.5 Wagon 5 Doors	1
	SPLASH GUARD FT OBK Fits: Subaru Outback 2018 3.6R Constantly Variable Transmission B6A Four Wheel Drive Petrol - Unleaded ULP 3.6 Wagon 5 Doors	1

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Cart disclaimer

If the customer has a product in cart which is not compatible with either a vehicle in their Virtual Private Garage or actively selected in the part finder (and is not a universal product), a message will appear above the Checkout Now button in the shopping cart together with a checkbox the customer needs to tick to proceed to checkout. This eliminates almost all risk of the customer ending up the wrong part. It's terrific to sell more, but it's infinitely better when less parts get returned.

☐ I have one or more items in my shopping cart that aren't compatible with the selected model, and also don't fit any of the models in My Garage. I acknowledge the [return policy](#) and understand that I may not be eligible for a full refund in the event a part doesn't fit my vehicle.

Checkout Now

Order pass-thru

For each customer order received, capture the vehicle associated with each line item ordered. This allows you to better assist customers who may have inadvertently selected the wrong part and later wish to return it. You'll be able to ask them to confirm which model they are buying for, and then by checking it against the passed-thru model, you can work out whether it was customer error or there is a fitment tagging error. Either way, it means a superior customer experience even when things go south.

Rego or VIN lookup

Simplify the shopping journey for your customers by allowing them to identify and select their specific model using a Registration Plate or VIN lookup. Available for both Redbook and TecDoc, the Rego or VIN lookup is charged per lookup.



Post-checkout capture

If you have access to a Rego or VIN lookup tool within your business, why not ask the customer to provide their Rego (and state) or VIN after they complete checkout. This way you can check the specific model they are ordering for, and ensure it is the correct product before dispatching it. A lookup only takes a few seconds, but it can prevent a lot of returns where the customer has selected the wrong model in the part finder. Customers will really appreciate knowing you have their back and are determined to ensure they get what they need, even if they can't quite figure it out themselves.

Deployment of our Guardrailing features will be done sympathetically to your webstore design, styling and layout. If you have a specific layout or styling in mind, provide us with a mockup and we will do our best to replicate it on your live site.

Speak to us today about the ultimate confidence-boosting experience for your automotive parts & accessories webstore and start converting more sales.

