

# OPENPAY: EMPOWERING AUSSIES

## Thanks to a smarter way to manage automotive costs

Customers today are more clued in than ever before with technology giving them access to copious amounts of information, right at their fingertips. From discovering the latest technology available with the newest vehicle of choice, to a mechanic's customer reviews, to details on how the product or service impacts the environment, and their wallet: all details are available at the click of a button.

With innovation and digitisation in the financial services and automotive industries evolving at a rapid rate, customers feel more enabled and empowered than ever to do their own research to make informed choices. With this extra knowledge comes confidence, and with confidence comes power.

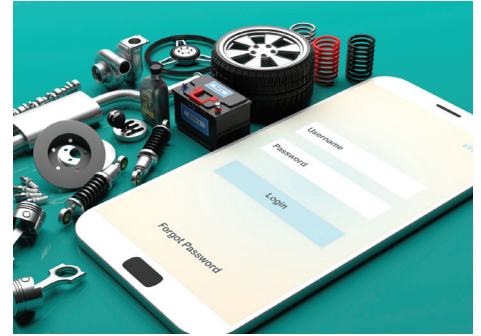
However, from new tyres, to adding tinted windows, or undertaking major service or repairs, customers typically put off their motor vehicle purchases due to associated costs. With the

introduction of the increasingly popular buy now, pay later technology solutions, customers are empowered with non-traditional ways to manage their auto-related expenses.

Openpay provides flexible interest-free payment plans to customers across a wide range of industries, and has a specialist automotive arm designed to give customers more time to manage their expenses over a two to 12 month period. Not only does Openpay have direct benefits for customers, it also provides valuable outcomes for businesses in the automotive industry.

Dealerships and automotive retailers offering Openpay to customers have reportedly seen an almost threefold increase in their average transaction value of a standard service repair order, when Openpay was utilised for the transaction.

"At Openpay, we're proud to be able to provide our customers with a practical way to afford



small or large auto-related expenses, without having the burden of the cost get in the way. This option not only benefits consumers, but also our merchants," Openpay Chief Executive Officer, Michael Eidel, said.

With simple on-site sign ups, Openpay says its process is seamless, paperless and stress-free with the merchant receiving payment on the next business day.

For more information, please contact Eric Weitzman at [eric@openpay.com.au](mailto:eric@openpay.com.au)

# COMMON PARTS DELIVERY TRAPS AND HOW TO AVOID THEM

In this article, Walter Scremin, the General Manager of national delivery transport provider Overtime Delivery Solutions, explains how to minimise the risks with delivery transport

Delivery transport is usually a top five business cost for the aftermarket automotive parts industry and cost blowouts are a constant risk – whether from delivering the wrong part or parts going missing and not to mention accidents, breakdowns and WorkCover claims.

The first major trap is taking it all on yourself.

Managing your own transport fleet is a massive fixed cost. Outsourcing has become a key component in keeping costs down because it turns a fixed cost into a variable one, and you also outsource certain risks such as possible WorkCover claims and other unexpected issues.

But there are several traps in outsourcing which parts companies must know about.

### Trap – Resourcing for perfection

Most parts companies use a mix of owned and outsourced transport resources for their deliveries.

Some parts companies outsource completely, and a few take it all on themselves. The most important thing is having flexibility built into the delivery transport structure. You need a mix which can roll with the punches. Flexible fleets will adjust quickly when things go wrong. But if you're resourced for perfection the consequences from unexpected mishaps or surprises will be more severe.

Acquiring the right mix can be a delicate balancing act and requires a strong relationship with your transport providers.

### Trap – Outsourcing to the cheapest suppliers

This is related to the previous point. Choosing the cheapest is one of the biggest traps, because it's often more expensive later on. They may not have the depth and breadth in resources to cover you when things go wrong.

By choosing the cheapest you may be sacrificing professionalism, reliability, and the ability to grow with you and provide your business with the care it needs.

### Trap – Not understanding all the costs

Many delivery fleets underestimate or are unaware of the many hidden costs involved in managing a fleet.

Not knowing your true costs is a great trap because you could be making decisions based on inaccurate information. When you truly know the costs you increase your chances of making the right choices.

### Trap – Over-relying on technology

Tech has a big role to play in delivery transport, but personalised service is still key.

Keeping customers informed, and delivering items in full, undamaged and on time is vital in auto parts as misplaced deliveries cause delays.



The technology is a great resource but the human factor is also critically important.

### Trap – Valuing speed over professionalism

Delivering parts quickly is great, but there's little value in being quick if you are unreliable or unprofessional.

While we all need to be quick in auto parts, we don't need to be the quickest to be the best and most reliable – better professionalism and customer service is often more valuable than speed alone.

### Trap – No parcel/vehicle tracking

Many small to mid-sized delivery fleets are missing the efficiency gains from tracking technology.

Tracking plays a big role in communicating with customers, and allows you to manage the entire fleet efficiently.

The other big upside is protecting your business, via proof-of-delivery systems.

For more information, visit [www.ontimegroup.com.au](http://www.ontimegroup.com.au)