



Aftermarket

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## NEWS BRIEF

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### Dana Digital Customer Experience Workshop Targets Opportunities for Growth

**MAUMEE, Ohio** – Dana Incorporated recently hosted a two-day seminar for its aftermarket team that focused on the fluency and capabilities of Dana Aftermarket’s e-commerce platform. The goal of the seminar was to provide participants with a solid understanding of digital transformation and e-commerce trends, as well as a vision and framework for growth of Dana’s digital business channels.

“The Dana Aftermarket business team continues on its path of digital transformation and continuous improvement with a focus on the data-driven customer experience, integrated data insights, and e-commerce solutions for its global operations,” said Dan Griffin, senior director, aftermarket and digital solutions for Dana. “The seminar gave the participants a solid understanding of our e-commerce vision and capabilities.”

More than 60 global Dana Aftermarket employees participated in the workshop that featured a mix of industry-experts as well as members of the Dana marketing and customer experience teams. Among the topics discussed were the macro environment for digital customer experience, ways to engage distribution as fulfillment partners in the automotive parts channels, and the role of change management and culture as a critical factor to success.

The Alexander Group, a leading consulting firm, presented at the workshop and reported that e-commerce growth is exploding. They shared that two-thirds of companies are increasing digital investments this year because organizations with advanced digital business models are realizing accelerated revenue conversion, operational savings, improved customer success, and process standardization.

A presentation by G-Commerce, an automotive specialist in API/EDI e-commerce, highlighted an e-commerce study from the Auto Care Association and the Aftermarket Suppliers Association that digital commerce in the aftermarket is growing at 19.24 percent compared with brick and mortar at 2.54 percent. In fact, digital commerce now represents 12 percent of total aftermarket sales and more than 70 percent of end users are using digital channels to research prior to purchase.

“The Dana Aftermarket business has a number of digital initiatives in various stages of development to drive operational efficiency, accuracy of data, and improved customer experience,” said Griffin. “This unique competitive differentiator is resonating with key aftermarket customers at the c-suite level and is positioning Dana as a thought leader and unique business partner that adds profitability and value beyond the product mix and sales terms.”

(more)

To learn more about the Dana Aftermarket's e-commerce initiatives, contact a Dana sales representative or visit [www.DanaAftermarket.com](http://www.DanaAftermarket.com).

### **About Dana in the Aftermarket**

Powered by recognized brands such as Dana, Spicer<sup>®</sup>, Victor Reinz<sup>®</sup>, Albarus<sup>™</sup>, Brevini<sup>™</sup>, Glaser<sup>®</sup>, GWB<sup>®</sup>, Spicer Select<sup>®</sup>, Thompson<sup>™</sup>, and Transejes<sup>™</sup>, Dana delivers a broad range of aftermarket solutions – including genuine, all-makes, and value lines – servicing passenger, commercial, and off-highway vehicles around the world. Leveraged by a global network of 14 distribution centers, Dana's dedicated aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers around the globe. For product information, visit [www.SpicerParts.com](http://www.SpicerParts.com) and [www.VictorReinz.com](http://www.VictorReinz.com). For e-catalog and parts locator, visit [www.DanaAftermarket.com](http://www.DanaAftermarket.com). To upgrade customized vehicles with Dana products, visit [www.DanaProParts.com](http://www.DanaProParts.com). To speak with a Dana customer service representative, call 1-800-621-8084.

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