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# How to Process an Order

Last Modified on 08/15/2019 1:18 pm EDT

Making sure orders are processed in a timely manner is, potentially, the most important part of the e-commerce process. For your convenience, we've provided a quick tutorial video as well as step-by-step instructions you can refer back to as needed. These will be useful whether you're new to using the SimplePart Control Panel or simply need a quick refresher.

1. Log into the Control Panel with your credentials and go to Recent Orders. It's a good idea to bookmark your Control Panel website, so you can access it quickly when you need it.

2. Click Details of the order you would like to work on. This will bring you to Order Processing.

3. Once you are in Order Details, click Receive Order. Once the status has been changed to received, the customer will automatically receive a email letting them know their order is being worked on.

4. Verify you are dealing with a legit (non-fraudulent) customer and check with your DMS to make sure you are able to fulfill the order, then use the Print Order button for a detailed print-out.

5. Confirm credit card payments are being captured in Billing Details, if applicable. Note, if a customer paid with PayPal, it's a good idea to verify the payment in your PayPal account.

6. Prepare your shipment. Then go to Order Details and click Ship Order. This action will also automatically send an email out to the customer to let them know their order has either shipped or is ready for pickup.

Let us know if you have any questions. You can reach SimplePart directly at 404-520-7640 or email us support@simplepart.com.

# Editing Orders

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Once a customer places an order, you'll be able to view it in the Order Contents area of your Control Panel. You are also able to edit or add additional items in this section, should you need to update an order.

To edit existing contents, use the Edit buttons on the right of each listed item.

To add new items to an order, use the Add Product tool in the Order Contents tab.



## Adding Additional Cost to an Order:

Typically, when you add contents to an order, there is a cost added as well (for example, extra shipping costs or additional item cost). In this case, additional costs can be added in the Billing Details tab of the order.

In the Add Charges to This Order box, you will see the option to select either PayPal or Payment Gateway. However, if you do not have PayPal standard established for your website, you will only be able to use Payment Gateway.

After you receive confirmation from the customer approving the additional charge, you can input their credit card information and the applicable extra charge in corresponding fields. In the example below, the customer needs to pay an additional $15.00 in shipping charges. Since we are using the Payment Gateway option, it is selected and BLUE.
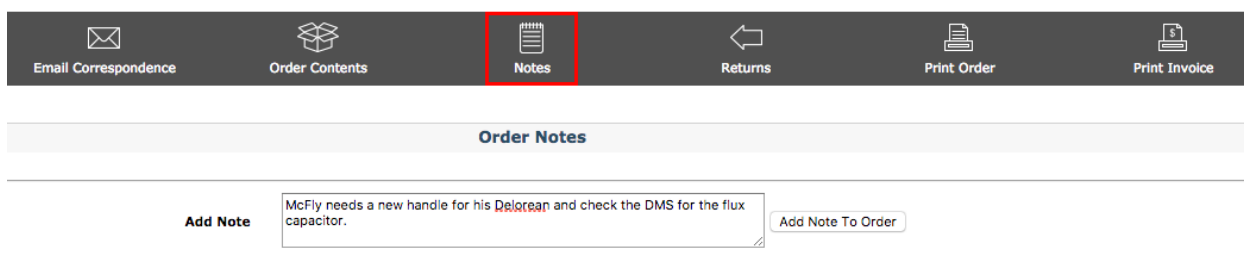


Once you preview the transaction, the additional charge will show up in the Transactions section. If applicable, please capture the additional transaction in the Action column. If PayPal is selected, the customer will receive an invoice from PayPal. This requires the customer to actively accept and pay the additional charge. It will originally appear as an "invoice sent" in the Transactions section.

Tip: Do not ship any orders until you confirm with your PayPal or Authorize.net accounts you have received the associated costs.

## Adding Notes to an Order:

You have the ability to add notes to an order at any time. This feature, however, is intended for internal use only. Notes will be seen if you use the Print Order function, but will not show up if you use Print Invoice.

In the Notes section, you can add or delete notes from an order. It also houses any transaction details provided by your payment gateway. It's useful if you need to make sure Address Verification and/or CVV are checked and approved for the card used. If you notice a high volume of declines, you may want to review the order and call the customer.



Tip - If you are providing a customer with an invoice for a local pickup or packing slip, use the Print Invoice tab. Do not use Print Order, as it displays internal notes and information.

# Printing an Order

When you are processing an order, it is important to make sure you have the parts in stock. To create an invoice to attach to your DMS invoice use the Print Order tab on the gray navigation bar.



Once the order has been printed, the "Print Order" icon changes to a green check box, indicating the order has been printed. Even after the icon changes, you still have the ability print it multiple times.
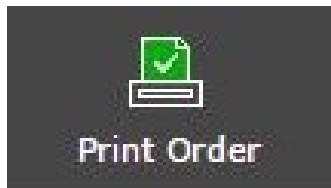


Tip - If you are providing a customer with an invoice for a local pickup or packing slip, use the Print Invoice tab. Do not use Print Order, as it displays internal notes and information.

# Payments

## Capturing Payments:

When a customer pays for an order with their credit card, you must capture the payment, following the instructions detailed in the Billing Details section.

1. Once you are in Billing Details section, you'll find the transaction line and the total dollar amount for the order.

2. In the Action column, click Capture (this is not an available option for standard PayPal transactions).



3. Once Capture has been clicked, it will change from "Capture | Void" to "Partial | Full."

4. **Do not click Partial | Full, this selection only pertains to refunds**.

5. When you see the change, the payment will have been successfully captured. In the case of card transactions, it usually takes between 12 and 24 hours before funds are available to be batched out from the gateway processor account to a bank account.

## Cancelling Orders:

Any order you are either unable to fulfill or choose not to fulfill can be cancelled in the Order Details section in your Control Panel. Always be sure to select the most appropriate reason for the cancellation in the selection box.

Please keep in mind this does not automatically refund the transaction. Be sure to void or refund transactions after you've cancelled an order.



## Handling Refunds:

Once an order has been cancelled, it is imperative you manually issue the customer a refund. Refunds are handled differently depending on the type of payment account established for your SimplePart website. Most sites will have the ability to accept credit card payments, however, many also accept payment through PayPal.

To handle a refund, you must first identify how the customer paid for their order. The "Order Details" tab will display their payment method. The payment method will either be PayPal or Payment Gateway (credit card payment).

**Refunding an order made by Credit Card:**

It is possible to issue either a partial or full refund to a customer's credit card within the Control Panel.

In Billing Details, you can find the transaction, along with an action column to the right displaying "Partial | Full." This option will only be displayed if the original transaction was captured.

| Total | Action |
|---|---|
| 570.10 | Partial | Full |

In order to issue a partial refund, you will need to zero out any applicable totals on the New Total column.

To issue a refund for shipping, tax, coupon, or parts:

1. Zero out the corresponding field in the New Total column.

2. Determine your new total refund amount

3. Click Calculate New Transaction Total.

For example, if we were to issue a refund on just the shipping in the graphic below, we would make sure the new total was $0.00 instead of $26.95 before clicking "Calculate New Transaction Total." Always make sure the new total fields equal the new invoice total the customer is being billed.

Please enter the new total amounts for each field. When the "Calculate New Transaction Total" button is clicked, the refund amount will be calculated using the new totals provided.

| | Current Total | New Total |
|---|---|---|
| Parts: | $543.15 | $ 543.15 |
| Core: | $0.00 | $ 0.00 |
| Tax: | $0.00 | $ 0.00 |
| Shipping: | $26.95 | $ 26.95 |
| Coupon: | $0.00 | $ 0.00 |
| Transaction Total: | $570.10 | $ 570.10 |

Transaction Total Refund Amount: $ 0.00

Calculate New Transaction Total

Tip: Keep in mind a refund can only be issued 24 hours after a payment has been captured.

**Refunding a PayPal order:**

For all orders placed through PayPal, you will need to issue refunds through your PayPal account.

1. Log in to your PayPal account.

2. Click "History".

3. Click "Details" next to the payment you want to refund.

4. Click "Issue a Refund."

5. Enter the refund amount, then click "Continue."

6. Review the information, then click "Issue Refund."

Click here for additional instructions on issuing a refund in PayPal.

# PayPal Setup

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When it comes to ease of use and security, PayPal is a favorite among both businesses and consumers. On your SimplePart site, you have the ability to integrate either PayPal Standard, Pro, or Express as valid payment options.

If you do not currently have a PayPal account, you can sign up for one by clicking here.

Tip: We recommend having a combination of PayPal and Payment Gateway (Credit Card) options to increase the payment opportunities for your online customers.

Once you have access to your PayPal account, some settings will need to be adjusted in order to work with the cart page on your website:

1. Log in at manager.paypal.com

2. Go to Service Settings > Set Up.

3. Transaction Process Mode should be Live. If it still reads Test and you are unable to make a change, please call PayPal.

4. Insert the Cancel URL, http://cancel.this.order.

5. Scroll to the bottom and make sure your Security Settings match the ones shown in the image, then click "Save Changes."

Once this is completed, the next step is to customize the layout. This is also located in "Service Settings" under "Customize."

Select "Layout C," then click "Save and Publish."

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**Fraud Filters:**

We also highly recommend adjusting your security filters to help prevent fraudulent orders from coming through on your site. Keep in mind this is only a preventative measure and does not fully guarantee all fraudulent attempts will be identified.

1.      In your Payflow Manager account, click Home near the top of the page.

2.      Under "Service Summary", choose "Basic" or "Advanced Fraud Protection."

3.    Click "Test Setup" near the center of the page.

4.    Click Edit Standard Filters.

5.    Toggle settings, if applicable.

6.    Click Test Setup Link.

7.    Under "Deploy Test Setup Filters to Live Setup," click "Move Test Filter" Settings to Live.

8.    To confirm, click "Move Test Filter Settings" to "Live" near the bottom of the page.


If you have any issues accessing manager.paypal.com or have any questions, please reach out to SimplePart Support at 404-520-7640.

# Best Practices: Preventing Fraud

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**Protecting Yourself:**

The liability of accepting a transaction ultimately rests with you, not the issuing bank or SimplePart. Taking proactive measures to mitigate risk, like requiring address verification before shipping, is an important and easy way to protect yourself from fraud. In this article, SimplePart will provide the available information to help you guard yourself against fraudulent transactions.

1. Check the IP address. An order placed outside of your country can be a big indicator of fraud. Be on the lookout for countries which tend to have a higher fraud risk, such as Indonesia, Nigeria, and Algeria. If you want to be on the safe side, take extra steps to research orders placed in different states.

2. Make sure billing and shipping addresses match. If they don't, it's a good idea to call or message the customer to clarify. On its own this might not raise any red flags, however, in combination with other signs it can be a serious indicator.

3. Make sure you receive a reply. Whether you're calling or sending an email, it's important to receive an actual response from the customer.

4. Be wary of larger orders. If an order is over a monetary threshold as defined by your dealer, it's wise to call the customer and do more research. Also, take note of customers ordering large quantities of the same product. Just as with a bigger-than-average order, buying multiple items is a way of maxing out stolen cards as quickly as possible.

5. Look for alerts provided by SimplePart. These can range from customers who have already been marked as fraudulent by other customers on the SimplePart platform to a notification saying "this order IP address has been used by multiple customers."



7. Look at your Notes tab for a valid AVS response.

```
7/18/2017 10:59:34 AM  Authorization: Approved: This transaction has been approved.
                       Authorization Code: 08011G
                       AVS Response: Y-Address (Street) and five digit ZIP match
                       Transaction ID: ████████
                       Invoice Number: ██████
                       Description: ███████████
                       Amount: $ 3.82
                       Payment Type: CC
                       Transaction Type: auth_only
                       First Name: █████
                       Last Name: ████
                       Addresss: ██████████████
                       City: ██████
                       State: ██
                       Zip: ██████
                       Country: USA
                       Card Authentication Response:
                       CC Number: XXXX██████
                       Card Type: Visa
                       Requested Amount: $
                       Card Balance:
```

8. Look at the email address. If the name of the email address does not match the name given, this could be an indicator of fraudulent activity. For example; if the customer's name is John Smith, their email address might be johnsmith16@gmail.com.

8. Remember, you are not obligated to fulfill every order. If you are worried about it possibly being a fraudulent order, don't move forward. You'd rather be safe than sorry.

Tip - If you are able to identify a fraudulent order, please mark the order as fraud in case the same customer attempts to make additional orders.

### Order Status

Cancel Order

Ship Order

Receive Order

Unmark as Fraud

☐ Ready to Ship

### Fraud Prevention

**IP Location:**

Gunpo, Gyeonggi-do, 435-011, Korea, Republic of

The billing country (USA) does not match the country of the ip address(Korea, Republic of).

**Phone Look Up**

White Pages

**Email Look Up**

Facebook

Google

**Address Look Up**

Google Maps: Billing Address

Google Maps: Shipping Address

White Pages: Billing Address

White Pages: Shipping Address

More info: http://www.paymentscardsandmobile.com/most-dangerous-countries-for-e-commerce-fraud

## The 5 Most Fraudulent Countries

1. Indonesia

2. Venezuela

3. South Africa

4. Brazil

5. Romania
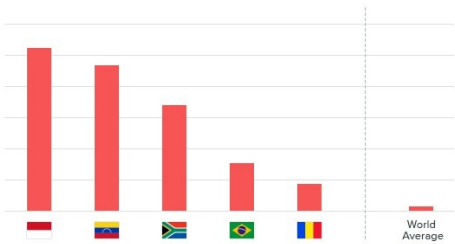
## The 5 Least Fraudulent Countries

1. Denmark

2. New Zealand

3. Finland

4. Norway

5. Switzerland
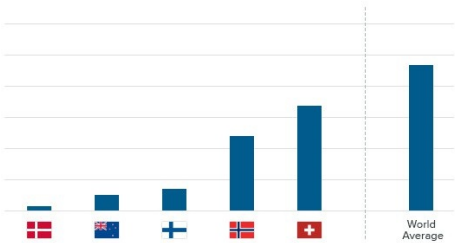
# Your Guide to: Shipping Supplies

# Using ShipStation

Last Modified on 08/15/2019 1:18 pm EDT

Your browser does not support HTML5 video.

# Employee Purchasing Program (EPP) FAQs

Last Modified on 01/21/2020 10:27 am EST

**Q. How do I get started with purchasing parts, accessories or branded merchandise through the EPP Program?**
A. You must first be approved by registering. You can register at eparts.nissanusa.com. Once approved and registered, you can begin ordering parts at discounted prices. Orders placed before your registration is approved will be cancelled.

**Q. Do I have to register an account for Nissan and INFINITI to purchase parts?**
A. Yes, you will be required to register for both Nissan and INFINITI.

**Q. How long will it take to be approved?**
A. Approval takes between 1-3 business days. An email will be sent to each NNA employee or retiree whether or not they've been approved.

**Q. What prices do NNA employees and retirees pay?**
A. NNA employees and retirees enjoy Dealer Net pricing for all parts, accessories, and branded merchandise, after registration has been approved. Until your registration is approved, you will not be able to view the discounted pricing on the EPP websites.

**Q. Will Motorsports be able to provide the final cost of the part (tax plus shipping/handling)?**
A. Yes, Nissan Motorsports will provide you the final cost for the part number(s) provided.

**Q. Can I give the phone number/web address out to my friends/family if they need a part for their personal vehicle?**
A. No, Motorsports requires an Employee number and they will validate the information. This program is only open for Nissan/INFINITI employees and retirees.

**Q. Can I contact Nissan Motorsports for a parts catalog or with technical questions?**
A. Motorsports is unable to provide, confirm, or suggest part numbers for this program. You will need to utilize the Dealer Parts Information Center at 1-888-311-3857. This DPIC line is specifically for internal and employee orders. You will be asked to provide your employee number or LanID when you contact them.

**Q. If the part I receive is incorrect or I don't need it, can I return it?**
A. No. Absolutely NO RETURNS, REFUNDS, or EXCHANGES for this program. All sales are final. It is the responsibility of the employee/retiree to order the correct part number(s).

**Q. Can I return a part that is defective or damaged?**
A. You will need to contact Nissan Motorsports at Motorsports@Nissan-USA.com.

**Q. Can I pick up my order at HQ (Franklin, TN), Nissan Motorsports or at the PDC's?**
A. No, we only direct ship to employee/retiree residences.

**Q. Can I pay with my personal check, money order, or cashiers check?**
A. No. VISA , American Express, MasterCard, or Discover are the only approved methods of payment. The credit card payment information on the order must be in the employee/retiree's name or the order will be cancelled.

**Q. Can you ship to a P.O. Box?**
A. Shipments to P.O. Boxes are not available through this program. You will have to enter a physical address for your billing and shipping information. Orders entered with a P.O. Box address will be cancelled.

**Q. How will items be shipped and how long will it take to receive my parts, accessories, or branded merchandise?**

A. Most Items will be shipped FedEx ground and should arrive in 3 – 7 business days from the date of shipment. Items that are excessively over-sized/overweight will ship either Averitt or YRC. The carrier and tracking/PRO number(s) will be provided to you when your order is shipped and completed.

**Q. What if a part is not available or is on back-order?**
A. You will be notified via email that the part, accessory, or branded merchandise is not available and the part will be removed from your order. You may check availability by emailing the Motorsports office at Motorsports@Nissan-USA.com. Motorsports will do their best to communicate availability.

**Q. Are retirees included in this program?**
A. Yes, this program includes NNA employees and retirees.

**Q. Do I have to have my employee ID number in order to order?**
A. You will need your employee ID number to first register for the program. Once approved to participate, you can order parts, accessories, or branded merchandise without using your employee number.

**Q. What taxes do I pay?**
A. You will pay taxes based on the state you live in. Taxes are calculated based on your billing/shipping zip code.

**Q. How is shipping and handling calculated?**
A. For purchases totaling from $20 to $499.99, shipping and handling charges are calculated at 10% of the total purchase price, plus tax if applicable. For purchases totaling less than $20, shipping and handling charges will be a flat $2.00, plus tax if applicable. Excessively over-sized and overweight shipments may incur additional shipping charges.

**Q. Am I able to resell any parts, accessories, or branded merchandise purchased through the EPP Program?**
A. The resale of purchased parts, accessories, or branded merchandise is strictly prohibited. Non-compliance will result in immediate EPP Program ineligibility and may result in disciplinary action up to and including termination.

**Q. Who do I contact with any questions regarding the EPP order status, invoicing, or issues with the website?**
A. Contact Nissan Motorsports at Motorsports@Nissan-USA.com.

**Q. Am I able to purchase parts that are on a direct ship program?**
A. No, any parts that are on the direct ship program cannot be ordered. For example: tires, chemicals, batteries, speedometers, odometers, instrument clusters, touch-up paint, car covers, and nose masks are all part of a direct ship program. You can purchase service parts and accessories that are stocked at the PDCs.

**Q. What if a part number has a service file?**
A. Part numbers with service files will be cancelled from the order. You will have to contact the DPIC at 888-311-3857 to find out what part number you will need to order. Once the part number(s) are confirmed, you may log back into the website and place your order.

**Q. Are core exchanges/charges included in this program?**
A. No, core exchanges/charges are not accepted in the EPP. If you wish to receive a core exchange/charge, you will need to contact your local Nissan dealer or INFINITI Retailer. The core credit will be removed from your order, and your order total will be adjusted. You will receive an email with the updated total after the core charge adjustment has been made.

**Q. Does the purchase price include installation?**
A. The cost to install purchased parts or accessories is the responsibility of the eligible participant. Nissan dealers and INFINITI Retailers are not required to install parts or accessories purchased under this program. Installation agreements between eligible participants and Nissan dealers or INFINITI Retailers are separate from this policy.

**Q. Can I purchase parts for a company-owned vehicle?**

A. Parts, accessories or branded merchandise that do not alter the original configuration, design or condition of the vehicle may be purchased at the eligible participant's own expense for use on a company-owned vehicle. If an employee has purchased a part, accessory (e.g., bike rack, floor mats, etc.) or branded merchandise for a company-owned vehicle, NNA is not responsible for the part, accessory or branded merchandise during or after the life-cycle of the vehicle. Vehicle repair costs associated with any part, accessory or branded merchandise purchased under this program for use on a company-owned vehicle is the responsibility of the employee. Refer to policy C-109 for rules related to company-owned vehicles.

**Q. Will I be required to provide proof of ownership of the vehicle I am purchasing parts, accessories, or branded merchandise for?**

A. Eligible participants are responsible to maintain evidence of vehicle ownership or lease at the time of request and, if required, submit such proof during the purchase process. Large orders (i.e., greater than $1,000) may require management approval and proof of ownership to ensure the parts, accessories, or branded merchandise are ordered for a vehicle owned and operated by the eligible participant or immediate family member.

**Q. Can I purchase parts for my friends or family?**

A. You may purchase parts for immediate family members. The order MUST be placed by an approved employee/retiree. The payment and the shipping/billing information MUST be in compliance with the rules and policy of the EPP, and must be in the employee/retirees name.

**Q. Can I gift purchased parts, accessories, or branded merchandise through this program?**

A. Gifting of purchased parts, accessories, or branded merchandise is strictly prohibited, with the exception of immediate family members. Non-compliance will result in immediate EPP Program ineligibility and may result in disciplinary action up to and including termination.

# Pending Flags

Last Modified on 08/15/2019 1:19 pm EDT

At the top right of your Control Panel, you should notice a set of orange icons with a corresponding number count. Each of these will assist you in running your parts website.
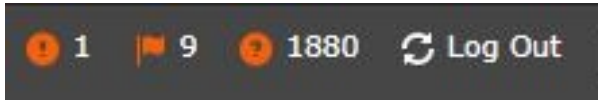


Image A



Image B.

1. The first icon reading from left to right is called "Order Exception(s)." This shows orders which have been flagged internally for later review. When you check "Exception" under the Order Details of an order (shown in Image B), it will show up on the top right and allow you to take a look at the order at a later time. This can be useful if you want to remind yourself to check back about a payment status or flag an order for additional review due to suspicious activity.

2. The flag icon stands for Pending Return(s). This is where you handle any RMA (Return Merchandise Authorization) requests from customers. When you click the flag icon, it will take you to the Returns page, where you can close out any pending return tasks. Resolving an RMA does not mean you are required to provide a return, it only means you are closing out the RMA task in your Control Panel. You can refer to your dealership Policy Page for any return or restocking terms and conditions.

3. The question mark icon identifies Product Questions which need to be answered. Usually, these are from customers inquiring about something specific in regards to a product they came across in your online catalog. When you click the Product Questions icon, you will have the opportunity to publicly or privately answer individual product questions and resolve them. It's up to your own discretion.

Tip: Depending on your website package, you may or may not have Product Questions enabled.

# Searching Orders

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If you need to locate a specific order, there are a few different ways to search for it. You can use the Recent Orders button, Search Orders Button, or specify an order number in the Edit Order search box.

If you want to set specific criteria or see all your orders from the fruition of your website, use the Search Orders button. This function has many different abilities, such as allowing you to specify start and end dates, order types, last name, and even payment methods. Not all search fields are required, but you are at least required to input a start and end date.

# Shipping Rates & Pickup

When your new parts website goes Live, shipping rates should already be implemented. These are determined on the parts total of your customer's basket. If there are any items (ex: rotors, body panels) with fixed shipping costs assigned to them, then the basic rate will not be applicable to these items. However, should a cart or basket contain items with fixed shipping cost and without, both rates will be combined.

A basic shipping rate tier system might look like this:

| State | Country | Low | High | Cost | | |
|---|---|---|---|---|---|---|
| | USA | 0.00 | 20.00 | 8.95 | Delete | Edit |
| | USA | 20.01 | 50.00 | 9.95 | Delete | Edit |
| | USA | 50.01 | 75.00 | 10.95 | Delete | Edit |
| | USA | 75.01 | 100.00 | 13.95 | Delete | Edit |
| | USA | 100.01 | 150.00 | 16.95 | Delete | Edit |
| | USA | 150.01 | 200.00 | 22.50 | Delete | Edit |
| | USA | 200.01 | 300.00 | 24.95 | Delete | Edit |
| | USA | 300.01 | 400.00 | 26.95 | Delete | Edit |
| | USA | 400.01 | 500.00 | 28.95 | Delete | Edit |
| | USA | 500.01 | 600.00 | 32.95 | Delete | Edit |
| | USA | 600.01 | 1200.00 | 34.95 | Delete | Edit |
| | USA | 1200.01 | 999999.00 | 38.95 | Delete | Edit |
| AK | USA | 0.00 | 20.00 | 9.95 | Delete | Edit |
| AK | USA | 20.01 | 50.00 | 10.95 | Delete | Edit |
| AK | USA | 50.01 | 75.00 | 13.95 | Delete | Edit |
| AK | USA | 75.01 | 100.00 | 16.95 | Delete | Edit |
| AK | USA | 100.01 | 150.00 | 24.95 | Delete | Edit |
| AK | USA | 150.01 | 200.00 | 26.95 | Delete | Edit |
| AK | USA | 200.01 | 300.00 | 32.95 | Delete | Edit |
| AK | USA | 300.01 | 400.00 | 38.98 | Delete | Edit |
| AK | USA | 400.01 | 600.00 | 48.95 | Delete | Edit |
| AK | USA | 600.01 | 1200.00 | 58.95 | Delete | Edit |
| AK | USA | 1200.01 | 999999.00 | 69.95 | Delete | Edit |
| HI | USA | 0.00 | 20.00 | 10.95 | Delete | Edit |
| HI | USA | 20.01 | 50.00 | 13.95 | Delete | Edit |
| HI | USA | 50.01 | 75.00 | 16.95 | Delete | Edit |
| HI | USA | 75.01 | 100.00 | 19.95 | Delete | Edit |
| HI | USA | 100.01 | 150.00 | 22.95 | Delete | Edit |
| HI | USA | 150.01 | 200.00 | 25.95 | Delete | Edit |
| HI | USA | 200.01 | 300.00 | 28.95 | Delete | Edit |

You can edit these shipping tiers however you like as long as your Low and High columns do not overlap. Notice how the Low to High tier $0.00 - 20.00 increases to a $20.01 - 50.00 on the next tier. These tiers do not overlap and will function properly.

To edit your shipping tiers:

1. Go to Settings > Shipping Rates.

2. Click Edit on respective tiers or add new tiers.

You can also easily add tax rates in the Control Panel:

1. Go to Settings > Tax Rates.

2. Add new Tax Rate State / Province, Tax Rate %, and check Is Primary.

3. Click Add New.

The first thing you should notice is your State or Province tax rate will populate on the lower half of the screen. From here, you have the ability to edit or delete.

**Add New**

| | |
|---|---|
| **State/Province** | |
| **Tax Rate** | % |
| **Is Primary:** | ☐ |

(Check "Is Primary" if selected state is dealer location)

┌─ Optional ─────────────────────────┐
| City | |
| County | |
| Postal Code | |
| Postal Code Extension | |
└────────────────────────────────────┘

Add New

| State/Province | County | City | Postal Code | Postal Code Extension | Tax Rate(%) | Is Primary | | |
|---|---|---|---|---|---|---|---|---|
| GA | | | | | 6.000 | ✓ | Delete | Edit |

Your state tax will populate for customers within your state. You can add additional states as required, but only one state may be selected as the Primary. In most cases, if a customer is purchasing from outside of your state, you are not required to collect sales tax. It's important to confirm with your accounting office in regards to your state's specific tax requirements and exemptions for e-Commerce sales.

Tip: Not seeing any settings? Make sure to select your website in the drop down menu located at the top right of your Control Panel.

## Fixed Shipping Costs on Parts:

There are some products in your EPC, essentially your online catalog, which will require a fixed shipping cost. This will be displayed separately from the standard shipping rate during a customer's checkout process. It is also displayed with the item in your EPC or on the Product Detail page in your Control Panel. Fixed shipping is an additional cost intended for items considered overweight or over-sized which usually require additional freight and shipping charges.

Fixed shipping costs may include, but are not limited to, the following part categories:

Chassis                    Body                    Drivetrain

- Dashboards

- Doors
- Front Fenders
- Front/Rear Fascia
- Brake Rotors
- Hoods
- Front/Rear Absorbers
- Quarter Panels
- Wheels
- Side Skirts
- Trunk
- Windshield
- Headlights

- Engines
- Catalytic Converters
- Fuel Lines
- Gas Tanks
- Mufflers
- Torque Converts
- Transmissions

**Taxing Core and Shipping:**

In some cases, your dealership will be required to tax Core and Shipping. To apply your primary state sales tax to Core and Shipping:

1. Go to Settings > Setup.

2. Scroll down to Payment Settings.

3. Check the box for Tax Core and/or Tax Shipping, whichever is applicable.

**Payment Settings**

| Minimum International Order Amount | 999999.99 |
| --- | --- |
| | The decimal value for your minimum requirement for international orders (ie, 7.00 for $7.00) |
| Tax Core | ☐ |
| | If checked, core charges will be taxed |
| Tax Shipping | ☐ |
| | If checked, shipping charges will be taxed |
| Accept PayPal | ☑ |
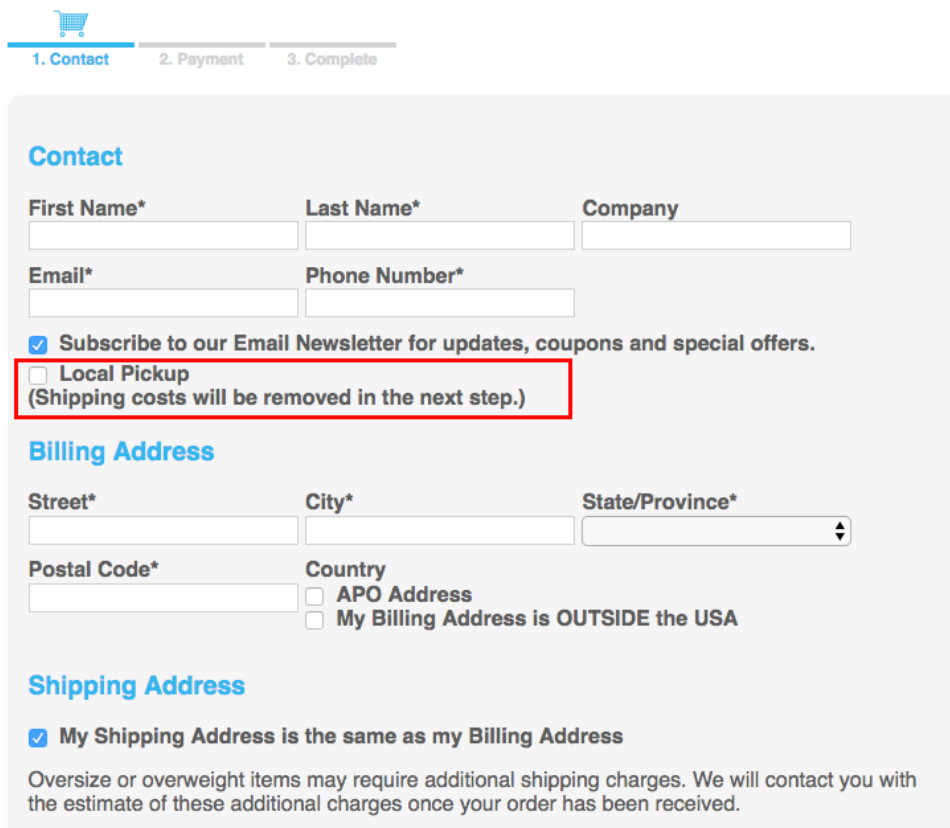
**Local Pickup:**

You have the option of providing a Local Pickup option during checkout. If the customer selects Local Pickup, shipping will not be applied to their final invoice. This handy feature can be turned on or off in the Control Panel.

1. Go to Settings > Payment Settings

2.  Check Allow Local Pickup if you would like it turned on, or un-check the box to turn off.

If you choose to turn this feature on, this is what the customer will see during the checkout process.



## ShipStation Integration:

You have the ability to integrate your SimplePart Control Panel with a service called ShipStation. This allows you to conveniently see your recent orders, take action on pending orders, ship orders, and create labels.

If you'd like to set up a ShipStation account, contact SimplePart Support at 404-520-7640 or support@simplepart.com

# Your Guide to: Search Engine Marketing

Last Modified on 08/15/2019 1:19 pm EDT

Search Engine Marketing can be summed up fairly succinctly: purchasing space for paid ads on search engines as a way of driving traffic to your website. However, our SEM team does so much more than simply buying ads.
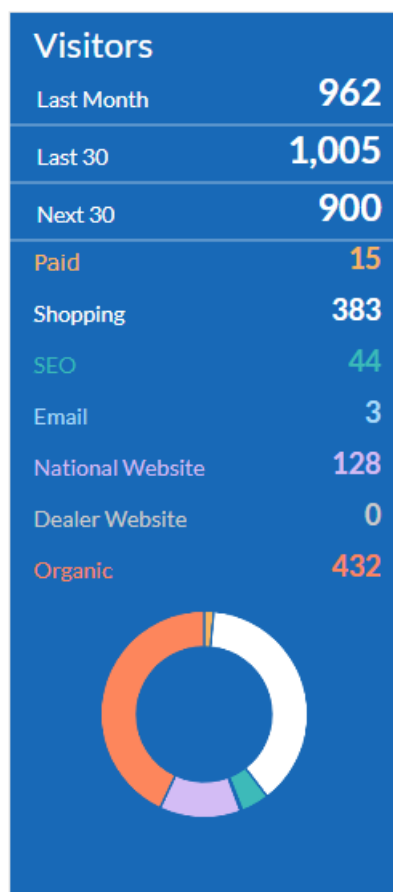
Every member of the SimplePart SEM team is Google AdWords certified, meaning they're experts in PPC (pay-per-click) advertising. They monitor every client's account on a daily basis so ad campaigns are fully-optimized and operating at the highest level of performance. Their diligence towards monitoring accounts means they can make adjustments quickly and ensure our clients are making money off of their search ads.

Each advertising budget is set by the dealership and varies depending on the package level and how much the dealership is willing to spend. Once a budget is decided on, our SEM team works to spend that amount within a 10% window—this space is used because of the variability of traffic. Our SEM experts use a detailed bidding algorithm to automatically generate bids for PPC search ads based on the product's value.

A key component of our SEM strategy is using Shopping ads on both Google and Bing. In fact, most of the sales driven to your site from SEM will be from Google Shopping. This is generally because Google Shopping uses images, which are a proven way to increase sales. Not to mention, color images let the customer know they've found the exact product they're looking to purchase.

Currently, we have over 4,300,000 products present on Google Shopping and since we submit these through a feed, our process is more efficient than trying to upload each product individually. Our feed takes the image and price of your product directly from the website and inputs it into Google and Bing Shopping, allowing the customer to see the most up-to-date information about products on your e-commerce site.

If you already have SEM as a part of your package, you can see the results of our SEM team's hard work on your Control Panel:

**Visitors**

| | |
|---|---|
| Last Month | 962 |
| Last 30 | 1,005 |
| Next 30 | 900 |
| Paid | 15 |
| Shopping | 383 |
| SEO | 44 |
| Email | 3 |
| National Website | 128 |
| Dealer Website | 0 |
| Organic | 432 |

The Control Panel also shows your ROI (Return on Investment), this is your return on any advertising dollars spent.



**Paid Return On Investment**

| $145.69 | 444 | 9 | $568.71 | $3.90/$1 |
|---|---|---|---|---|
| Spend | Clicks | Orders | Sold | ROI |

* Statistics Based on Last 30 Days

If you have any questions about our Search Engine Marketing team and/or process, feel free to reach out to our 24/7 support team at support@simplepart.com or by calling 404-520-7640.

# Monthly Performance Snapshot & Reporting

Last Modified on 08/15/2019 1:19 pm EDT

We offer an extensive library of research and reporting tools that range from Gross Profit by Month to Conversion Rates Since Inception. These reports can help you determine where you might want to improve and help manage future changes.

When you first log in to your Control Panel, your Monthly Performance Snapshot is the homepage, a.k.a the Dashboard. The colored infographs populate from your reports page data.
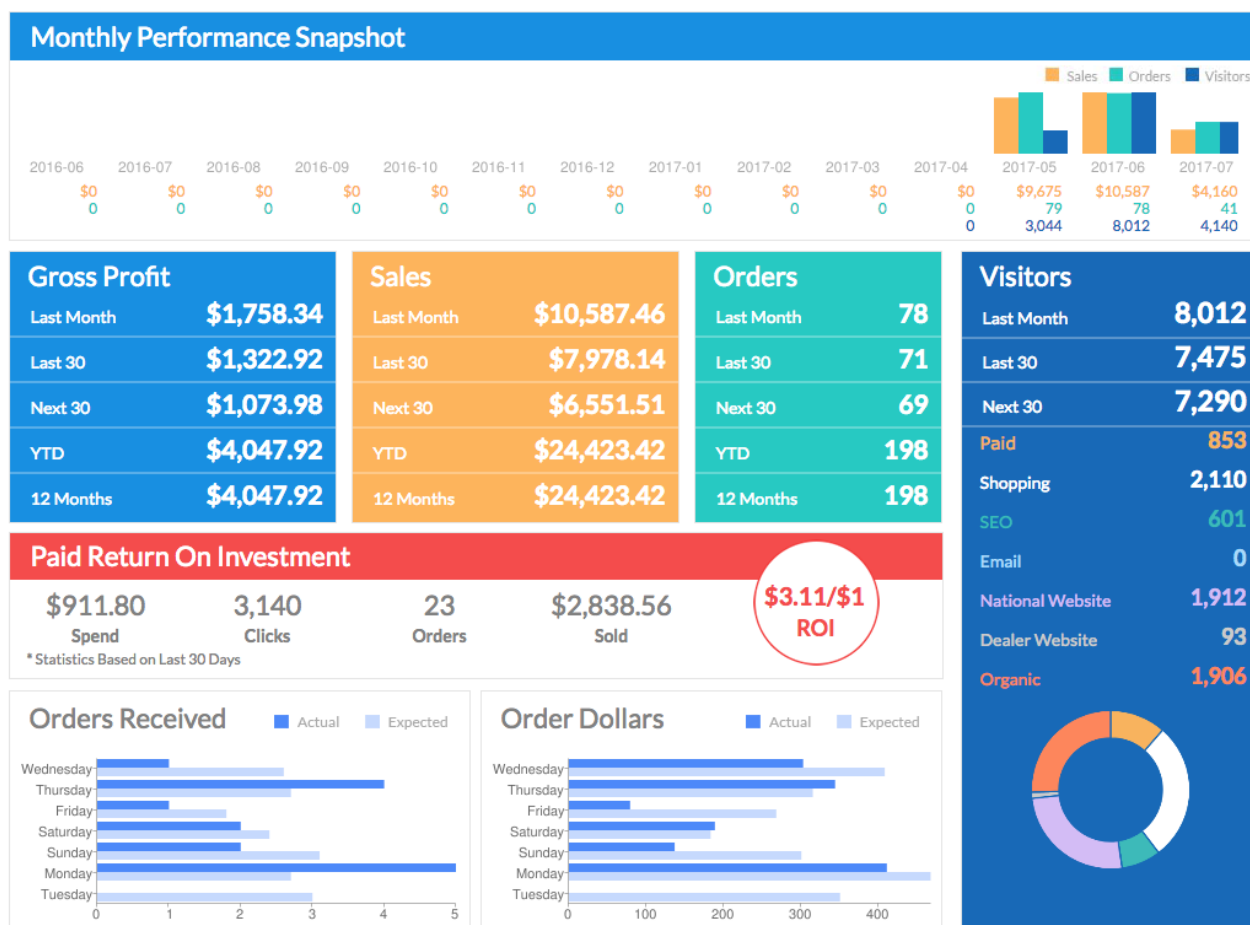


To see all of the reports we offer beyond those displayed on your Control Panel Dashboard, go to Research > Reports or click Reports next to Search Orders. Make sure your website URL is selected in the top right of the Control Panel.

Research > Reports:
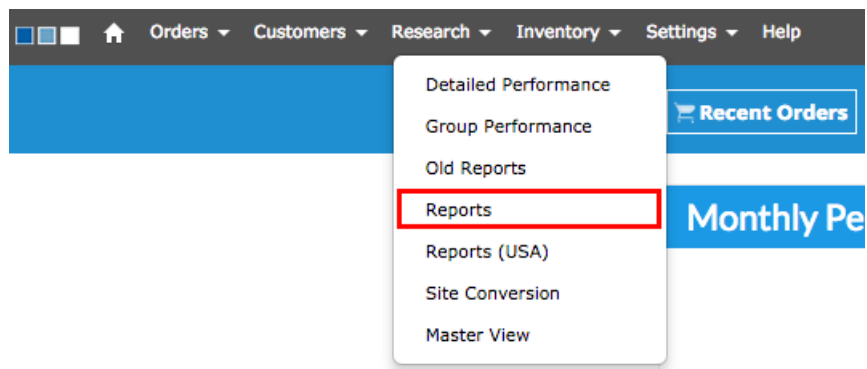
Reports next to Search Orders:
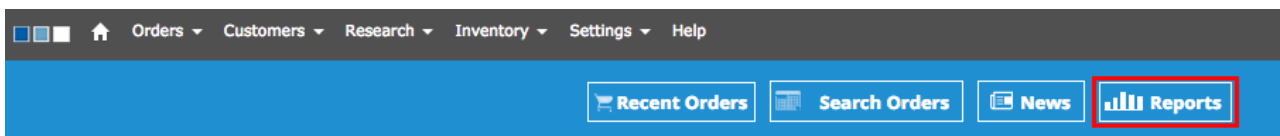


If there are any reports you do not see on your Reports page but are interested in, feel free to contact Support@simplepart.com to have a custom report generated.

# VIN Message & Checkout Message

The VIN message notifies customers during their checkout process to provide the VIN Number for their vehicle, in order to ensure the accuracy of their order. For this reason, the VIN message is an important aspect of your Cart Page.

To make changes to your VIN message, go to Settings and Setup in your Control Panel:

1. Click Edit prior to making any changes on this page.
2. Scroll to Display Settings or click Display Settings in the page navigation.
3. Click Update once you have made your changes.

> For example: Enter the FULL VIN to verify correct fitment and accuracy of your order.



The Checkout Message and Checkout Extra Content boxes can be used to include any additional information which could potentially impact the customer's order.

> For example: "Any orders containing hazardous materials will incur additional freight charges. Our parts department representatives will reach out to you should this be applicable to your order."

Of course, you can use the Checkout messaging however you see fit. These fields are intended to help notify your

customers of important information prior to their purchase.

> Please note: the VIN message field cannot be made a requirement for your customers. Should a customer not provide a VIN number, you can reach out to the customer within their Order Detail page and use the Email Correspondence feature.

# Wholesale Module

Last Modified on 08/15/2019 1:19 pm EDT

The Wholesale Module is an optional add-on for your SimplePart site which provides real-time discounted pricing for certain customers when they browse your parts website. This is only visible to your customers who have an approved Wholesale Login.

In order for customers to get a Wholesale Login, they must first request one on your website. Once you have the Wholesale Module enabled, this screen can be found in the footer of your site under the name "Wholesale Login".
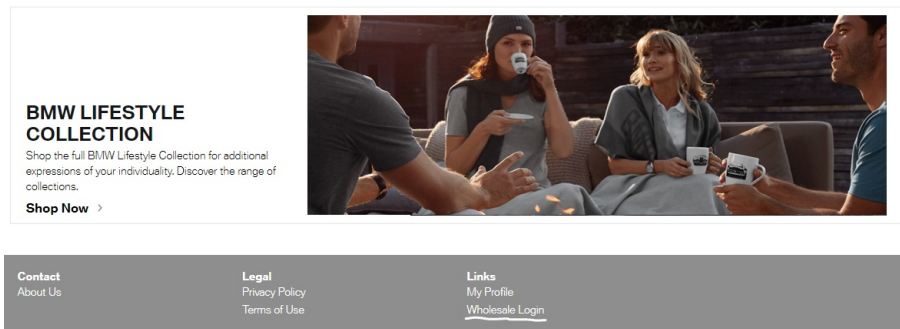


Here, customers can either log in (if they already have been approved) or request an account.



When a customer requests an account, they will see the following screen :

## Request Wholesale Account

Custom, free-form text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

### PERSONAL INFORMATION

First Name

Last Name

Business Name

Phone Number

Email

### SHIPPING ADDRESS

Shipping Address Line 1

Shipping Address Line 2

City | State/Province | Postal Code | Country

### BILLING ADDRESS

Billing Address Line 1

Billing Address Line 2

City | State/Province | Postal Code | Country

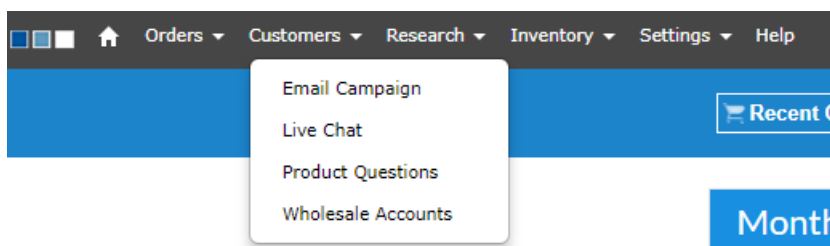**My Shipping Address Is The Same As My Billing Address**

### TAX INFORMATION

Tax ID / Wholesale ID

Tax-Exempt Status
Select an option

Other Request Notes

**Request Account**

Once they've filled in their info and submitted their request, it will show up in your Control Panel under Customers > Wholesale Module

□□■  ⌂  Orders ▾  Customers ▾  Research ▾  Inventory ▾  Settings ▾  Help

Email Campaign
Live Chat
Product Questions
Wholesale Accounts

🛒 Recent C

Month

On this screen you will see both your Pending Wholesale Accounts:

| PENDING WHOLESALE ACCOUNTS | | | | | | |
|---|---|---|---|---|---|---|
| **Name** | **Company** | **City/State** | **Request Date** | | | |
| Joe Sample | Sample IR | Richmond Hill Ontario | 10/9/2018 12:54:32 PM | MORE INFO | APPROVE | REJECT |

And current Wholesale Accounts:

| WHOLESALE ACCOUNTS | | | | | Search Accounts |
|---|---|---|---|---|---|
| **Name** | **Company** | **City/State** | **Dealer Code** | **Approval Date** | |
| Amanda Cherry | Amandas Auto Repair | ATLANTA Manitoba | | 10/11/2018 11:09:40 AM | ACCOUNT DETAILS > |
| Elliot De Peralta | SimplePart | edmonton Alberta | | 10/4/2018 2:42:24 PM | ACCOUNT DETAILS > |
| Amanda Cherry | SimplePart (TEST) | Toronto Ontario | | 10/4/2018 1:42:59 PM | ACCOUNT DETAILS > |
| John Siecker | Test Wholesale Site | Richmond Hill Other | | 10/4/2018 12:06:07 PM | ACCOUNT DETAILS > |

Once the customer logs in, they will see discounted pricing every time they log into the site.

You can also view further details on accounts by clicking "More Info" for Pending Wholesale Accounts

| Customer Details | Order History | Web History | Chat History | Email History | Pricing |

EDIT

**Customer Details**

| First Name | Joe |
| Last Name | Sample |
| Phone Number | (123) 456-7890 |
| Email Address | wholesale.parts@bmwgroup.ca |
| Business Name | Sample IR |
| Tax ID | |
| Tax Exempt | ☐ |
| Wholesale Enabled | ☐ |
| Approved for Wholesale | ☐ |
| Account Locked | ☐ |
| Wholesale | APPROVE REQUEST |

**Billing Address**

| Street | 51 Ultimate Drive |
| City | Richmond Hill |
| State | Ontario |
| Postal Code | L4S 0C8 |
| Country | Canada |

**Shipping Address**

| Street | 51 Ultimate Drive |
| City | Richmond Hill |
| State | Ontario |
| Postal Code | L4S 0C8 |
| Country | Canada |

Or "Account Details" for confirmed Wholesale Accounts:

Customer Details: Amanda Cherry

Customer Details | Order History | Web History | Chat History | Email History | Wholesale Pricing | Custom Product Information

EDIT

### Customer Details

| | |
|---|---|
| First Name | Amanda |
| Last Name | Cherry |
| Phone Number | (404) 735-8175 |
| Email Address | bche2917@gmail.com |
| Business Name | Amandas Auto Repair |
| Tax ID | Cherry |
| Tax Exempt | ☑ |
| Wholesale Enabled | ☑ |
| Approved for Wholesale | ☑ |
| Account Locked | ☐ |
| Wholesale | SEND NEW PASSWORD |

### Billing Address

| | |
|---|---|
| Street | 84 WALTON ST NW, STE 400 |
| City | ATLANTA |
| State | Manitoba |
| Postal Code | 30303 |
| Country | Canada |

### Shipping Address

| | |
|---|---|
| Street | 84 WALTON ST NW, STE 400 |
| City | ATLANTA |
| State | Manitoba |
| Postal Code | 30303 |
| Country | Canada |

From the Account Details page, you can click on the "Wholesale Pricing" link in the heading to display the wholesale pricing settings for this particular customer.



The Price Sets can be adjusted by clicking the "Edit" button



From here, you can choose a different Price Set from the dropdown menu and click the Update button.

Note: The Price Sets in the Dropdown are the ones created in the Pricing menu under Settings. You can access this menu at any time to add or edit the Price Sets
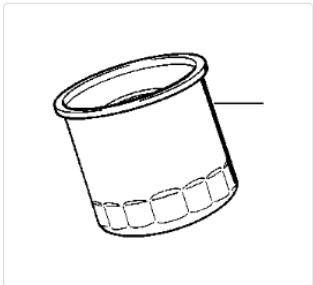
## Custom Item Pricing

One especially neat feature of the new Wholesale Module is the ability to create custom pricing for items in specific accounts. This can be helpful if—for instance—you have an IRF (Independent Repair Facility) who frequently orders the same products from you and you'd like to offer them a special deal.

In this example, we're offering a special deal on a specific oil filter



By clicking the Custom Product Information text in the header, you can enter the part number in the "Edit Product" field. Then, you'll be able to enter custom pricing for this specific product.

Tip: We recommend editing the costMarkup value rather than the actual cost

## Orders Screen

When you view your Order History , Wholesale orders will be marked with a (W).



This makes it easy to differentiate between wholesale and regular orders.

If you have any further questions about the Wholesale Module, please contact SimplePart's support at support@simplepart.com or 1-888-843-0425.

# Reading Control Panel Reports

# Local Pickup Handling Fees

Local Pickup is an easy way to target customers near your dealership and save on shipping costs. And now you can add a handling fee to Local Pick-up orders, giving you the ability to recapture profit on these types of orders.

Handling fees are set up on the same page in your Control Panel as your usual shipping tiers:

1. Go to the Shipping Rates page in your Control Panel.

 2. Select "Local Pickup" from the dropdown menu.



3. Specify fee rates based on price ranges, similarly to how you would set up a shipping tier. For example, you can choose to charge $10.95 for orders between $0 and $100, $29.95 for orders between $100.01 and $200, and $39.95 for orders above $200.01.



| Local Pickup | USA | 0.01 | 100.00 | 10.95 | Delete | Edit |
| Local Pickup | USA | 100.01 | 200.00 | 29.95 | Delete | Edit |
| Local Pickup | USA | 200.01 | 300.00 | 39.95 | Delete | Edit |
| Local Pickup | USA | 300.01 | 500.00 | 59.95 | Delete | Edit |
| Local Pickup | USA | 500.01 | 750.00 | 79.95 | Delete | Edit |
| Local Pickup | USA | 750.01 | 999.99 | 89.95 | Delete | Edit |
| Local Pickup | USA | 1000.00 | 999999.00 | 99.95 | Delete | Edit |

4. Once you've decided on a Local Pickup pricing tier, enter your "Low Price" and "High Price" for the range, then enter your desired handling fee under "Shipping Cost".

5. To save, just click "Add New".

Now, the fee will be automatically added when customers select "Local Pickup" in their cart or at checkout.

If you have any questions about setting up handling fees for local pickup, feel free to contact our 24/7 Support team at (888) 843-0425 or support@simplepart.com.

# Logging in from NNAnet2.0

Last Modified on 04/10/2020 8:59 am EDT

You will access the SimplePart Control Panel via your NNAnet2.0 login.

Follow these steps to login:

1.  After logging in to NNAnet, select My Links:
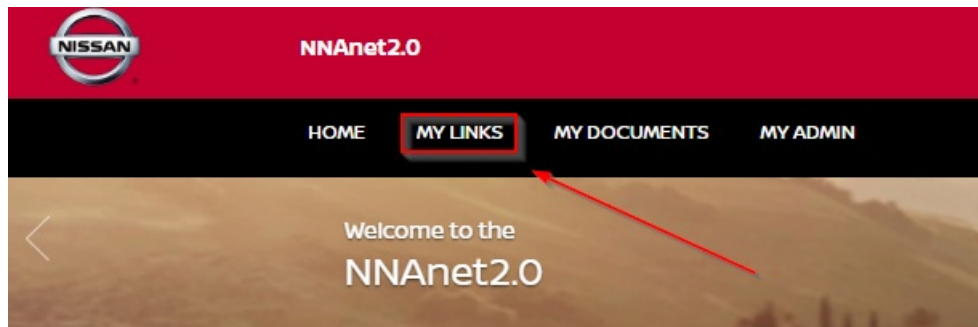


2.  Next, select "Dealer Control Panel - SimplePart":
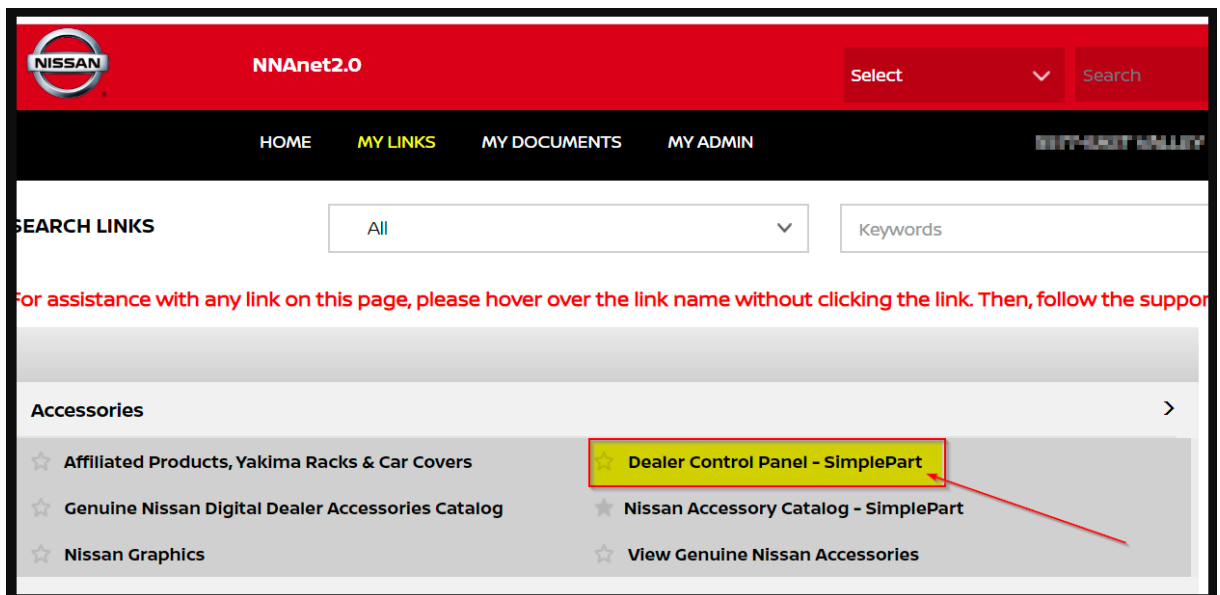


3.  You should now be logged in and viewing the SimplePart Control Panel Home page:
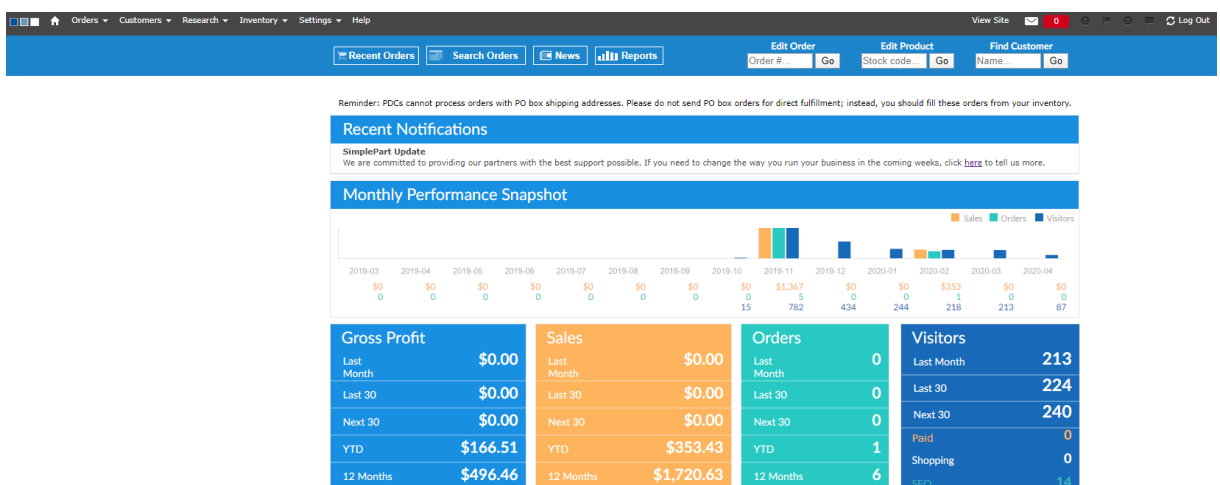
Have an issue getting logged in with NNAnet2.0?

Email our Support team at support@simplepart.com, or call us at 888-843-0425.

# Creating and Managing Email Offers

Last Modified on 12/11/2020 9:23 am EST

Remarketing offers are a great way to grow your website's sales and encourage repeat clients to your parts website. In fact, 46% of clients that shop with us are either unknown to INFINITI or are zero-visit clients, making them great targets to increase your omni-channel sales and service lane revenues. To help with that, we've introduced a new tool in the Control Panel that allows you to send an email with a custom remarketing offer to clients after they order from your website.

The new "Thank You" email tool delivers an email to your clients once an order has shipped and includes **4 offers**, the fourth of which is a special offer unique to your dealership that you can customize. Viewing and customizing these offers can be accomplished in the Control Panel with just a few steps.

### Viewing and Editing Offers

From the Control Panel homepage, open the Settings dropdown and then open the Manage Offers option. This will take you to the Manage Offers page, where you'll be able to view the existing offers available for your store to use. The first three are "Parts" (10% off a single parts order), "Accessories" (25% off an accessories purchase of $300+), and "Inspection" (a complimentary multi-point inspection).



To view an offer, click the Edit button on the offer line. This will open a module that displays all of that offer's information, including the offer name, the heading for the email, button and image text, and the link to where the email will take the user if they interact with the email after opening it.

### Viewing and Editing Emails

Once you've familiarized yourself with the offers, you can manage how they appear in emails in the Manage Emails screen, which is linked to in the upper right hand corner of the Manage Offers screen or in the Control Panel's Settings dropdown.

The Manage Emails page displays all of the emails that you can send to clients and that you can add offers to. In each email's module, you'll see several elements: a checkbox explaining when the email should be sent (this also activates or deactivates that email), the email body (the text displayed in the email), and the offer dropdowns (which correspond to the four possible offer slots you can fill in the email). For the purposes of this tutorial, let's just focus on the "Thank You" email we mentioned earlier, which is sent to clients once their orders have shipped. **This email is labeled as the "Order Shipped Email" on the Manage Emails screen.**

EMAIL SETTINGS
**Order Shipped Email**

☑ AUTOMATICALLY EMAIL WHEN ORDER IS SHIPPED

BODY

Your order has shipped!

OFFER SLOT 1: Parts Offer

OFFER SLOT 2: Accessory Offer

OFFER SLOT 3: Inspection Offer

OFFER SLOT 4: None

If you're happy with the existing offers being added to an email, you're all set! No further action is needed. However, if you'd like to add a custom offer in the fourth slot like we did before, you'll need to create a new offer.

**Creating a New Offer**

Now that you're familiar with the location of offers and the emails that they can be added to, let's cover how to create a new offer. This feature is helpful if you'd like to create a fourth custom offer to offer to clients in any of the emails from the Manage Emails screen. To do this, first head back to the Manage Offers screen we talked about earlier. You can navigate to it either through the link in the upper right corner of the Manage Emails screen or through your Control Panel's Settings dropdown.

To begin, click the "Create Offer" button in the upper right hand corner of the screen. A module will then display with several fields for you to fill with the details of your offer:

- Offer name: The name of the offer that will display in the Control Panel.
- Associated Emails: Any existing emails this offer is currently associated with.
- Heading: The title of the promotion that will appear above it in the email body.
- Text: The text explaining the promotion details that will appear in the email body.
- Image Source: The location of an image that you would like to appear in the offer section of the email.
- Button text: The text that will display on the button that users will click to interact with the promotion.
- Button link: The link of the page that users will be directed to when they click the offer button.



SELECTED OFFER
**Offer Name**

OFFER NAME

ASSOCIATED EMAILS

Manage Emails...

HEADING

TEXT

IMAGE SOURCE

BUTTON TEXT

BUTTON LINK

DELETE          CANCEL          SAVE

Tip: There are lots of different types of offers you can use to encourage repeat clients or drive business to other departments at your dealerships. For instance, you could offer a coupon for a discount on a future parts or accessories purchase or a coupon for a discount on maintenance like an oil change or tire rotation.

Simply fill out those fields and click save to save your new offer. You can edit the details of that promotion at any time in the future by navigating back to the Manage Offers screen and clicking the "Edit" button in that email's row.

**Adding an Offer to an Email**

Finally, let's go over how to add an offer to an email. First, navigate back to the Manage Emails screen. Then, find the email you want to add the offer to. On the right side, you'll see 4 dropdowns, each of which correspond to an available offer slot. Three will be filled with existing offers (Parts, Accessories, and Inspection), but the fourth will be blank. Simply click the dropdown labeled "Fourth Offer" and select your new offer from the dropdown. Finally, click the "Save" button and you're finished.



Adding custom offers to your emails is a great way to drive additional sales to your parts websites, as well as to other departments of your dealership like sales or service. If you have any questions about emails, offers, or the other capabilities of the SimplePart platform, contact a member of our support team at support@simplepart.com or 1-888-843-0425

# How to Use the Camera App

Last Modified on 06/17/2022 10:53 am EDT

This article will cover how to use SimplePart's new camera app. With the camera app, you can take photos of parts and accessories, and submit them for review/approval to be added to your INFINITI Parts & Accessories website.

## Using the Camera App

*Please note that the camera app does not function on a desktop device. It must be accessed on a mobile device.*

To get started, go to **camera.simplepart.com** on your mobile device. Once you log in with your Control Panel credentials, you'll be taken to the homepage which shows your name, INFINITI retailer, and the number of photos you've taken on the app. (Note: If you log in via SSO, log in to your account there first, then open a new tab on your mobile device and navigate to camera.simplepart.com.)
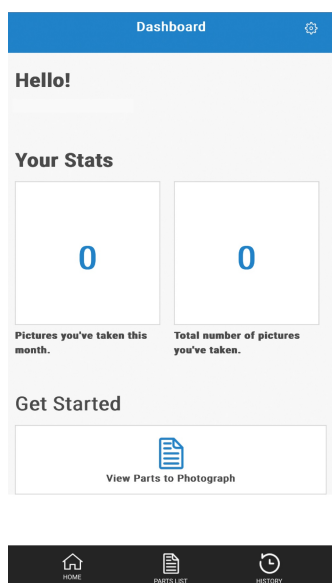


To take photos, click the **View Parts to Photograph** button. You'll see a list of parts and the prices associated with them. From there, you just select the part you want to add photos of.

Once you've made your selection, the app allows you to take and upload three photos of that part. SimplePart recommends taking photos of the product from the front, back, and side on a white background with good lighting. It's also helpful to have a ruler and a digital scale with you to measure the product weight and dimensions. Adding this information can give your customers better shipping estimates. Ensure you do not have any extraneous items in the image. It should be just the part and nothing else.



You will then enter the part dimensions in the blank fields and click **Submit**. You can find all submitted photos under **History** at the bottom of the screen. New photos will be in the **Pending** tab, where they will be reviewed and approved to add to your parts site.

## Submitted Images

After the photos are submitted, INFINITI will review your submissions to ensure consistent quality and accuracy.

If your photos are approved, you can expect them to be added to the site on the following Tuesday or Thursday–whichever day is sooner. For example, if you add photos on a Friday, they should be uploaded to your site Tuesday

morning Eastern.

If your photos are rejected, you will be notified why they were rejected and with suggestions for future submissions.

# System Requirements

The Camera App works on any commonly available mobile device browser. SimplePart suggests Safari for iPhone users, and Chrome for Android users.

# Finding Your API Login

Note: This is only necessary for users currently using Authorize.net as their payment gateway.

The API (Application Program Interface) Login and Transaction Key are crucial pieces of data used to connect your SimplePart website to your chosen payment gateway. In order for your SimplePart website to connect with your virtual terminal or Authorize.net account, SimplePart will need the API Login and Transaction Key.

1. Log in to your Authorize.net account.

2. Go to General Security Settings.

2. Click "API Credentials & Keys", this is where you will obtain your API Login and generate a Transaction Key.

3. Obtain your API Login, answer your "Secret Question" you established when you created your account, and generate your Transaction Key. Any new Transaction Keys created should be provided to support@simplepart.com with the Dealer Name and URL. Doing this ensures your website has the most current credentials and customers are able to make credit card purchases.

Tip: Should you have any specific questions about your Authorize.net Account, please call 1-866-682-4131.

# Your Guide to: Onboarding

After you've made the decision to sign a contract with SimplePart, you start a very important process—Onboarding. Once our Sales team passes your information on to our Setup team, they can begin the process. To start, they'll need the contact info to the accounts payable at your dealership, your parts manager, and your IT department. Our team works with them in the following ways:

1. We direct your IT department on how to point your site to your new SimplePart domain.

2. We discuss the different payment options available with your Accounts Payable department. They'll receive info on the payment companies we work with and how to sign up with them. Once they pick one, a member of our Setup team will send them the proper application to get your payment gateway account created.

3. Once the payment information is setup, a member of our team will do a screenshare with your billing office so we can plug all your information into our system and make sure all of your accounts are ready to go.

When these steps are finished, a member of our Setup team will contact you to set up a date for your training. During your training, we typically use the program Teamviewer which allows us the ability to control your screen to show you how your site works and how to perform basic processes, including:

1. How to process an order

2. How to capture a payment

3. How to process a refund

4. The various fraud verification checks in our Control Panel

5. How to update your settings

6. How to navigate the site as a customer

7. Setting up your ShipStation account (if applicable)

Once you've completed training with a member of the support team, not only will your e-commerce store be set up and ready to go, but you'll have the knowledge you need to successfully run it. However, our support team is always available at support@simplepart.com or by calling 404-520-7640, if you ever need a refresher.

# Setting up Gmail Account

Last Modified on 08/15/2019 1:19 pm EDT

Correspondence is an important part of e-commerce, which makes it even more important to have a backup Gmail email address. Once you create a Gmail Account, we can link it to your client file, and/or any Google Adwords and Bing AdCenter Accounts we create and manage for you.

Tip - make sure the email address you choose is unique to your online parts website and your dealership.

- 1. Click here for the Google Gmail sign up page.

  2. Complete Gmail account information.

    - For "First Name," use dealership name (Ex. DupreesNissan). For "Last Name," use OnlineParts.

    - For "Username," create something dealership specific, similar to this:

      - DupreesNissanOnlineParts@gmail.com.

    - You will also need to create a unique password. Please be sure the password does not contain any mention of names or words used in the email address you created.

    - Birthday and Gender can be anything.

    - Mobile Phone is not required.

    - Please set your current email address as support@simplepart.com.

- 3. Once you have established the Gmail account for your parts website, contact SimplePart Support at 404-520-7640.

 Additional instructions on creating a Gmail Account can be found here.


Tip - You will have access to all Advertising accounts established with the Gmail Account you create.

# Stripe - How to Apply

Last Modified on 07/08/2021 3:06 pm EDT

SimplePart is proud to announce that we've partnered with a new payment processing partner, Stripe! With this new partnership, you now have another robust payment processing option available to use to collect payments on your SimplePart website. Keep reading to find out more about this exciting new option and whether it's the right option for your business.

## Setup

We've teamed up with Stripe to make the setup process quick and painless. A member of our Support team can walk you through the entire process, but before you begin you'll need to have some basic information about your business on-hand. During the setup process, you'll be asked for information like basic business information, as well as your payout account information. As with any financial institution, processors are required to verify the identity of customers to help establish legitimacy and credibility. You can find out more about the required information in these Stripe support resources:

- Identity Verification Requirements

- Company Ownership & Director Requirements

- Social Security Number & DOB Requirements

- Privacy Policy

To arrange your setup walkthrough, contact a member of our Support team at support@simplepart.com or 888-843-0425. They will set up a time for your walkthrough and send you a link to the account setup wizard. You can also submit your application here. Once your application has been approved, be sure to notify our Support team so they can coordinate your payment gateway switch.

Once the setup is complete, you're ready to start accepting payments!

*Note: There is a mandatory 7-day waiting period before your first payout. You can learn more about it here.

## FAQ

**What benefits does Stripe offer over other payment providers?**

Beyond its easy setup and integration with the SimplePart platform, Stripe offers a host of benefits. Here are just a few of the benefits:

- Accept 135+ currencies and dozens of popular payment methods

- Verify a customer's identity with 3D Secure authentication.

- Batch transactions together.

- Pay no setup or monthly fees, just low transaction fees.

- Receive dedicated 24/7 product support.

- Easily integrate with optional in-store Stripe terminals.

A member of our Support team can help you determine if Stripe is the right platform for your business.

## How much does it cost?

Stripe offers competitive transaction fees. There are no setup or monthly fees and transactions are charged at a rate of 2.9% and $0.30.

## How do I sign up?

A member of our Support team can help you through the setup process. To get your enrollment started, you can reach out to a member of our Support team at support@simplepart.com or 888-843-0425. You can also submit your application here. Once your application has been approved, be sure to notify our Support team so they can coordinate your payment gateway switch.

## Where can I learn more about Stripe's policies?

Stripe has an abundance of support materials available in their support library. You can access it here.

# Your Guide to: Managing Your Online Parts Counter

Last Modified on 08/15/2019 1:20 pm EDT
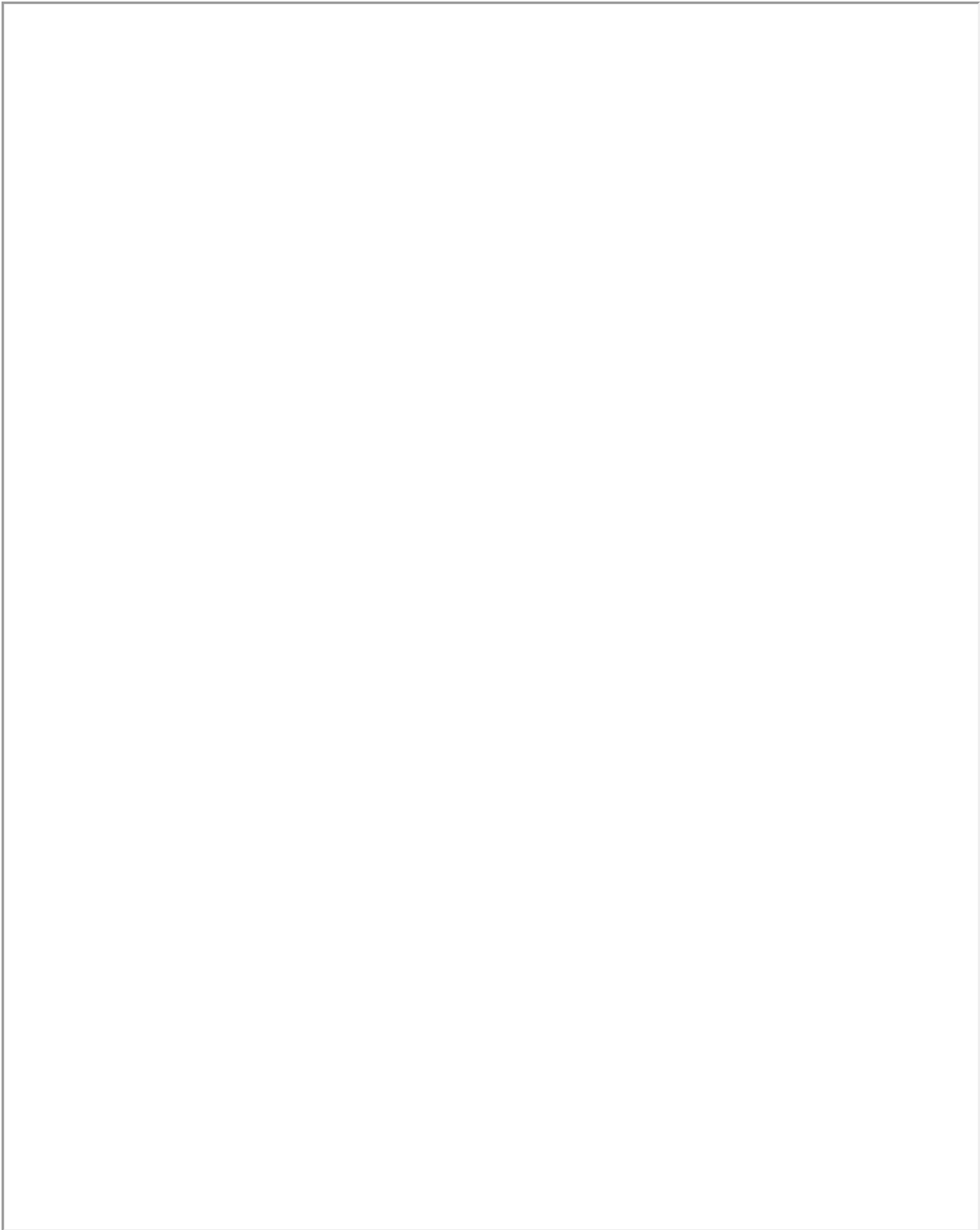
# Your Guide To Pricing Best Practices

Last Modified on 08/15/2019 1:20 pm EDT

A key driver of sales for your website is pricing. How you price parts and accessories online will depend on your business' goals. Following these steps will help you price your parts and accessories so you can meet your online objectives in a long-term and sustainable way.

## Define your goals:

You've probably heard the phrase, "to sell more, you need to lower your prices." This statement is only partially true. Your online customers can easily compare your prices with your competitors'  with a click of the mouse. However, having the lowest prices does not mean you will be the most successful dealer. At SimplePart, we recognize every dealer defines his or her success differently. Before you lower your prices, let us help you define your goals and how pricing your parts and accessories plays a role in reaching them.

Volume - Is your goal to be a volume player, even if this means pricing competitively and maintaining lower margins? Some volume players receive most of their revenues from backend OEM financial incentives. If this is your case, then pricing your products very competitively is the right strategy for you. However, keep in mind that a large number of orders means allocating more resources to fulfilling those orders, on a daily basis.

A combination of Volume and Gross Profit- Do you consider your website a natural extension of your existing parts counter? If this is the case, you have more flexibility with your strategy and can increase your prices, within a competitive range. You might sell less volume, but your online parts store will be more profitable per order and require fewer resources. Also, our team can work with you on solutions to keep prices higher, but still be competitive in the market. For example by running marketing promotions, or optimizing your prices to offer free shipping.

A web presence - Are you new to the e-commerce world or just looking to add an online presence for parts and accessories to your dealership? If either is the case, you can start out pricing your parts and accessories at or around MSRP. Keep in mind this will generate less orders, but your resource commitment will be minimal.

## Understand how you can use pricing to reach your goals:

Pricing your parts and accessories is important, but there are other tools you can use to meet your objectives too. Shipping rates and advertising spend can also help you sell more. For example, pricing an accessory at  $20 with a $10 shipping fee may be less attractive than pricing an accessory at $30 with free shipping. Keep this in mind as you work on your pricing strategy. Just lowering prices on your parts and accessories may not always be the best course of action.

Let's start by analyzing where you are in terms of pricing. SimplePart makes this part easy for you. Our customized reports coupled with our team of experts can help you analyze and improve your online performance.

Here are some reports you should be monitoring on a regular basis:

The Gross Profit Report (by Month)- Located in the Reports section of the Control Panel, this report highlights key metrics to measure your success. For example:

- Cart Conversion Rate: The percentage of people who are viewing their cart, most likely after adding products to their cart. The higher the percentage, the better.

- Conversion Rate (C/R): The percentage of people who, after landing on your website, place an order. The higher the percentage, the better.

| Month | Orders | Visitors | V / day | Cart C/R | C/R |
|---|---|---|---|---|---|
| 2019-03 | 74 | 5,538 | 221 | 11.56 % | 1.34 % |
| 2019-02 | 69 | 6,056 | 216 | 11.13 % | 1.14 % |
| 2019-01 | 139 | 8,836 | 285 | 11.11 % | 1.57 % |

By leveraging these two metrics you can quickly assess if your pricing and shipping are competitive. Every dealer and every brand is different, but as a rule of thumb, you should strive to at least 8.2% for Cart C/R and 1.25% for a C/R.

Also, this report can give you an indication if your pricing and shipping are misaligned. If your Cart C/R is high, but your C/R is low, your prices are probably competitive, but maybe your shipping rates are not. Customers add products to their carts, but ultimately may not buy because of higher shipping costs.

The Ranked Performance Reports - Our Dealership Strategy team uses these reports, including the Pricing Matrix report, to help dealers visualize where they stand in terms of pricing compared to similar dealers. This report is designed for dealers who set up pricing in a "Cost + X%" structure, and belong to one of our official OEM programs. However, it will also provide most metrics for dealers who are unaffiliated.

Organized by Accessories, Maintenance, and Parts, this report can help you organize your pricing strategy around parts, accessories and gear by price brackets - $5-10, $10-15, etc. For example, you may want to price parts and accessories in lower brackets closer to MSRP, but those in higher brackets at a more competitive Cost + 15%; or you may want price items less competitively to offer free shipping across the board.

Again, every dealer and every brand is different, but as a rule of thumb, dealers who are seeking strictly volume price their products at Cost + 16% to Cost + 25%. Dealers who are seeking a combination of volume and gross profits tend to price their products at Cost + 23% to Cost + 43%.

| Accessories Matrix | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Bracket | % of Accessories Products Viewed | Your Markup | 6 Other Dealers | | | | Rank |
| | | | | Low | High | Med | | |
| 1 | $0 - $5 | 0.00% | 1.15 | 1.10 | 1.55 | 1.10 | 2 | 2 / 3 |
| 2 | $5 - $10 | 0.28% | 1.15 | 1.10 | 1.55 | 1.15 | 2 | 2 / 4 |
| 3 | $10 - $15 | 0.18% | 1.15 | 1.10 | 1.55 | 1.10 | 2 | 2 / 3 |

Reach out to our SimplePart Client Services Team to recommend solutions to help you optimize your pricing strategy based on your goals and objectives.

# Make changes:

Once you have a good understanding of where you are, you can work with SimplePart to organize your pricing strategy. Again, you do not need to be the "lowest priced dealer" to be successful. We can help you optimize your pricing to meet your goals.

## Monitor results:

It's very important to monitor your performance regularly and make adjustments accordingly. Changes in your performance will not be immediate, which is why we generally recommend reviewing your data every two weeks.

Our experienced Client Services Team is knowledgeable in these areas and is available 24/7 to help you with any questions or concerns. You can contact us by email at support@simplepart.com, or call 1-888-843-0425.

# Pricing for Your Market

Last Modified on 08/15/2019 1:20 pm EDT

When you're setting up your online site, it's essential to take the time to figure out proper pricing for your parts and accessories store. It can be difficult to find the balance between profit and volume for your dealership, while still staying competitive in the market. This is where SimplePart's easy-to-use Pricing Tiers can help.

In the SimplePart Control Panel, there is a Pricing selection under the Settings menu. From here, you can set the various pricing tiers and matrices for your dealership. An example is shown below:

| Price Tiers: 8/10 | | | | | |
|---|---|---|---|---|---|
| Low | High | Cost-X | List-X | | |
| 0.00 | 25.00 | 1.30 | | DELETE | EDIT |
| 25.01 | 300.00 | 1.27 | | DELETE | EDIT |
| 300.01 | 600.00 | 1.26 | | DELETE | EDIT |
| 600.01 | 999999.99 | 1.24 | | DELETE | EDIT |

It is possible to set up multiple price tiers by product type, having different ones for parts, accessories, and maintenance items:



Qualifying SimplePart customers can receive the benefit of our Dealer Strategy team. Their experience means they can help you figure out the right pricing model to use on your site so it aligns with your business goals. We generally recommend a "Cost+X%" model, but you can also set a "List-X%" model. The Dealer Strategy team can explain the difference between these two models and help you make the best decision.

Whether you want to focus on selling parts, selling accessories, or selling for volume, SimplePart's pricing tiers streamline the process. This makes it easier for your business to be competitive and profitable online.

Have additional questions about setting your pricing tiers? Contact our Support Team, available 24/7 by phone at (888) 843-0425, or by email at support@simplepart.com.

# Measuring Success

Last Modified on 08/15/2019 1:20 pm EDT

Gross Profit and Sales Volume are significant indicators of a well-performing business. The SimplePart Control Panel makes it simple to track metrics important to you, while offering additional performance reporting to help monitor the success of your online store.

In the SimplePart Control Panel, up-to-date numbers for both Profit and Volume can be easily found. You'll also see many other essential statistics to track your progress, such as Conversion Rate, Return on Ad Spend, and Total Visitors.
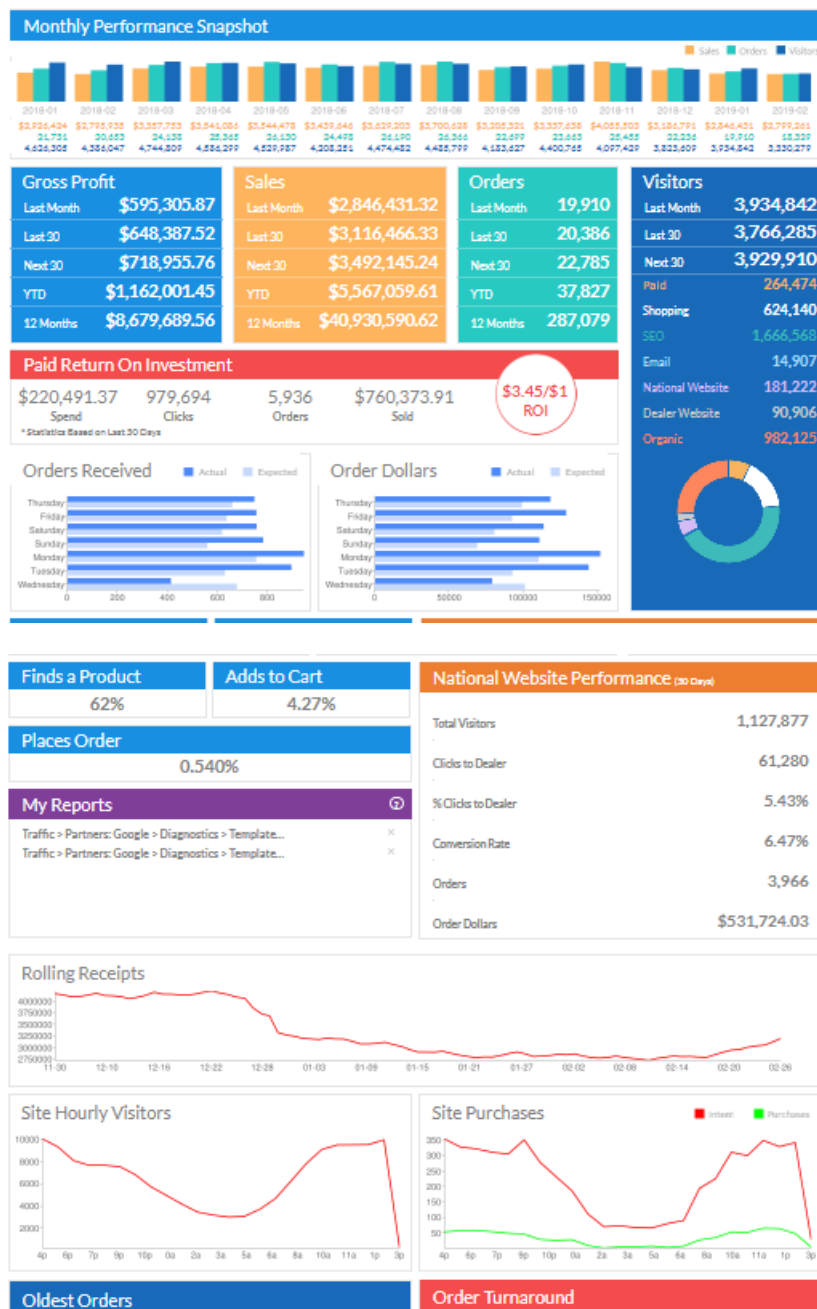
The Control Panel screen makes it easy to view these metrics. The reports available to you help keep track of a number of factors on a weekly, monthly, and yearly basis so you can accurately gauge the success of your online site.

In the middle of your Control Panel landing page, the Return on Investment (ROI) for your business' ad spend budget is prominently displayed. This number will update daily (showing the rolling 30-day average). Your target ROI will depend on your individual business goals.
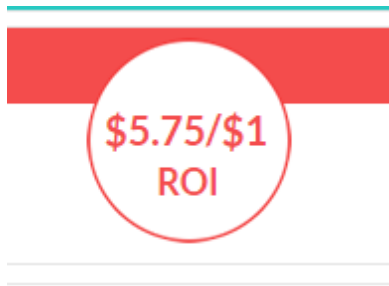


Within the Reports section of the Control Panel, there are four main reports we recommend frequently checking. The first two are Paid Performance by Week and Paid Performance by Month.

These reports track Cart Conversion Rate, Average Basket, and Orders per Day, in addition to other metrics, on a weekly and monthly basis. If you're taking advantage of SimplePart's marketing features, you'll find these especially helpful.

| | | | | | | | | | Partners: Paid: Performance: By Week | | | | | | | | Add To My Reports |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week Start | Cost | Imp | Clicks | CPC | Ordered | ROI | Cost/Day | Imp/Day | Clicks/Day | Ordered/Day | Orders/Day | %ShoppingClicks | %ShoppingCost | Cart C/R | C/R | numOrders | avgBasket |
| 2019-02-24 | $41,016.73 | 15,316,251 | 189,101 | 0.217 | $194,550.84 | $4.74 | $8,203.35 | 3,063,250 | 37,820 | $38,910.17 | 276.00 | 71.39 | 49.01 | 5.55 | 0.80 | 1380 | $140.98 |
| 2019-02-17 | $56,077.60 | 21,711,685 | 260,288 | 0.215 | $226,944.81 | $4.05 | $8,011.09 | 3,101,669 | 37,184 | $32,420.69 | 234.71 | 67.58 | 48.73 | 4.91 | 0.69 | 1643 | $138.13 |
| 2019-02-10 | $52,190.41 | 18,497,137 | 236,281 | 0.221 | $147,538.98 | $2.83 | $7,455.77 | 2,642,448 | 33,754 | $21,077.00 | 179.29 | 69.04 | 50.96 | 4.48 | 0.60 | 1255 | $117.56 |
| 2019-02-03 | $48,243.51 | 14,224,200 | 197,764 | 0.244 | $136,837.12 | $2.84 | $6,891.93 | 2,032,029 | 28,252 | $19,548.16 | 165.43 | 68.54 | 55.01 | 4.76 | 0.67 | 1158 | $118.17 |
| 2019-01-27 | $45,525.06 | 13,218,290 | 202,465 | 0.225 | $132,159.06 | $2.90 | $6,503.58 | 1,888,327 | 28,924 | $18,879.87 | 155.57 | 71.05 | 56.97 | 4.57 | 0.61 | 1089 | $121.36 |
| 2019-01-20 | $53,323.88 | 15,840,301 | 234,416 | 0.227 | $143,366.07 | $2.69 | $7,617.70 | 2,262,900 | 33,488 | $20,480.87 | 174.00 | 73.66 | 61.13 | 4.30 | 0.58 | 1218 | $117.71 |
| 2019-01-13 | $60,891.69 | 17,448,523 | 265,134 | 0.230 | $166,808.60 | $2.74 | $8,698.81 | 2,492,646 | 37,876 | $23,829.80 | 207.14 | 75.40 | 63.54 | 4.64 | 0.61 | 1450 | $115.04 |
| 2019-01-06 | $49,411.17 | 17,486,233 | 276,342 | 0.179 | $183,303.42 | $3.71 | $7,058.74 | 2,498,033 | 39,477 | $26,186.20 | 237.57 | 75.94 | 55.65 | 4.72 | 0.67 | 1663 | $110.22 |
| 2019-01-01 | $39,735.46 | 13,811,787 | 221,970 | 0.179 | $154,427.63 | $3.89 | $7,947.09 | 2,762,357 | 44,394 | $30,885.53 | 264.00 | 78.37 | 60.56 | 4.76 | 0.67 | 1320 | $116.99 |
| 2018-12-30 | $11,519.06 | 4,176,997 | 71,610 | 0.161 | $45,880.11 | $3.98 | $5,759.53 | 2,088,499 | 35,805 | $22,940.06 | 210.00 | 78.75 | 58.96 | 4.92 | 0.66 | 420 | $109.24 |
| 2018-12-23 | $45,664.71 | 15,528,949 | 254,312 | 0.180 | $165,325.76 | $3.62 | $6,523.53 | 2,218,421 | 36,330 | $23,617.97 | 212.86 | 78.30 | 61.80 | 4.68 | 0.65 | 1490 | $110.96 |

If you'd like to see an overall view of how your e-commerce business is doing, glance over Gross Profit by Week and Gross Profit by Month. On these reports, you'll see Gross Profit per Order, Visitors per Day, Total Gross Profit, and multiple other performance indicators.

Tracking these numbers can give you a substantial look at the performance of your website and let you know which areas (such as Conversion Rate) need your attention.

If you have questions about how Control Panel can assist your business growth and development, or about any of the reports in your Control Panel, you can always email our 24/7 Support Team at support@simplepart.com, or call us at (888) 843-0425.

# Make the Most of Your Digital Marketing

Last Modified on 08/15/2019 1:20 pm EDT

Are you getting the best results for your online site's marketing investments? We have a few tips to ensure you're making your advertising dollars matter.

## Market your site through your dealership's existing outlets.

Collaborating with your dealership's existing marketing department or agency is a low-cost, convenient way to spread the word about your online store. Include a link to your online store or catalog on your main dealership website to increase customer awareness.

Ideas:

- Use your dealership's existing list of customers to create email campaigns

- Promote your parts website with in-store postcards or flyers

- Mention your site in service reminder emails

## Don't let your dealership's advertising compete with your parts site advertising.

If your dealership uses search engine marketing advertisements to direct customers to your website, make sure it doesn't conflict with the advertising for your parts site. Also, check your ad accounts to make sure ads for parts and accessories are linked to your parts site.

Ideas:

- Include "parts" as a negative keyword in your dealership's paid search campaigns

- Direct parts-related ads to your parts website

## Consolidate your search marketing services to avoid competing interests.

If you contract your search marketing services to multiple outside agencies, you may risk competing against your own advertising, or bidding against your own keywords. This can result in wasted advertising dollars and unnecessarily costly CPCs. For this reason, it's wise to consolidate your search marketing services into one solid agency.

Ideas:

- Evaluate your search marketing strategy to avoid bidding against your own keywords.

- Choose one agency to execute search marketing advertising.

## How SimplePart Can Help:

Give your business a boost with SimplePart's in-house team of digital marketing experts; they'll create a search marketing strategy to meet your goals and budget. Our business development and support teams are also here to help you decide if you're on the right package for your business, based on your objectives. No matter your needs,

we're always available to help at support@simplepart.com or 404.620.9764

# Enhance Site Performance with SimplePart's Promotional Tools

Running sales promotions on your website, giving out coupons and sending promotional emails to existing clients are all great ways to generate more sales.

At SimplePart we regularly run marketing promotions for our dealers and OEM partners. Our promotions often generate 3x to 4x our clients' typical order volume. Here are some ideas you can easily do on your own to help you sell more.

## Promotional Banners and Hero Images

SimplePart offers a variety of promotional options for your website.

Promotional banners, located at the top of your website, are an effective way to let visitors know what's on sale and for how long, or any active promotional discount codes or free shipping events. The promotional banners on SimplePart's sites are effective because they follow users as they navigate through your site, constantly reminding shoppers of your great deals.

Be sure to use promotional banners in moderation. We suggest you only run banners for limited amount of time to help keep shoppers' attention
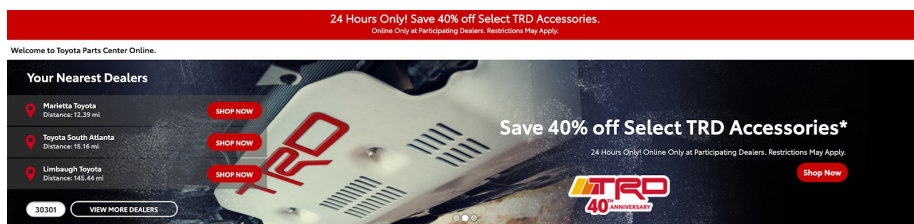


Hero Images are also located at the top of your website. They are an effective way to reinforce your promotional messaging and help your promotion stand out. Hero images should also be used in moderation.

To add promotional banners and hero images to your site, please contact our Client Services Team and we will set up your banner or hero image.

## Coupons

Coupons are another great marketing tool that not only drive sales, but also help build customer loyalty. Coupons can be used in many different ways, and they can be digital or printed.  Use them to highlight the discount value, duration and discounted products. Consider delivering your coupons during an email promotional campaign or in your packaging as cards or slips

Tracking the performance of every single coupon and campaign you launch is crucial to your business's promotional strategy. SimplePart offers a built-in coupon tracking system, so your coupon campaigns can become a great new source of data to continuously improve your business performance. You can even run a few coupon campaigns simultaneously to see which coupon has the best impact on sales.

Your coupons should include some key elements:

- A clear and concise call to action, such as:

- Claim your deal

- Shop now, save later

- Save 10% on your next order

- An expiration date. This creates a sense of urgency incentivizing shoppers to take action.

- Clear and concise instructions. Complicated rules will discourage potential consumers.

You can add packaging inserts to an order before you ship it out. These inserts are great to build customer loyalty and pairs well with a thank you note.

Adding a coupon to your email receipts offering a discount on the next order  is another great way to generate repeat business.

Contact our Client Services Team with any additional questions about coupons. We also have an experienced Marketing Team at SimplePart that can help you develop your coupon ideas.

# Email Promotions

Promotional emails can also be used strategically to generate sales and build a loyal customer base. Our experienced Marketing Team works closely with our dealers and OEM partners to create and distribute promotional emails. Here are some tips and tricks to help you run your own email campaigns.

- Keep your relationship with your customers in mind when creating a promotional email. Do not bore them, do not be intrusive and do not be repetitive.

- Consider your frequency. Emailing your customers too many times can cause them to stop paying attention, turning your emails into a nuisance instead of a welcome communication.

- Take time to develop a strong call to action. The most effective promotional emails are able to convert the user right away. A good call to action pushes the reader to complete an action.

- Experiment with your email's format, copy, call to action and images. Successful email campaigns are a constant work in progress.

- Keep it short. When it comes to promotional emails, remember: less is more. Have your important information at the top followed by any additional details.

- Tie your promotional campaigns in with other marketing activities to achieve more success. Our most successful promotional email campaigns run alongside paid search ads on Google and Bing, coupon codes, marketing integration with existing OEM promotions, promotional banners and hero images on your site.

For additional questions, contact our Client Services Team, available to you 24/7. You can contact us by email at support@simplepart.com, or call 1-888-843-0425.

# Your Guide to: Shipping Best Practices

Last Modified on 08/15/2019 1:20 pm EDT
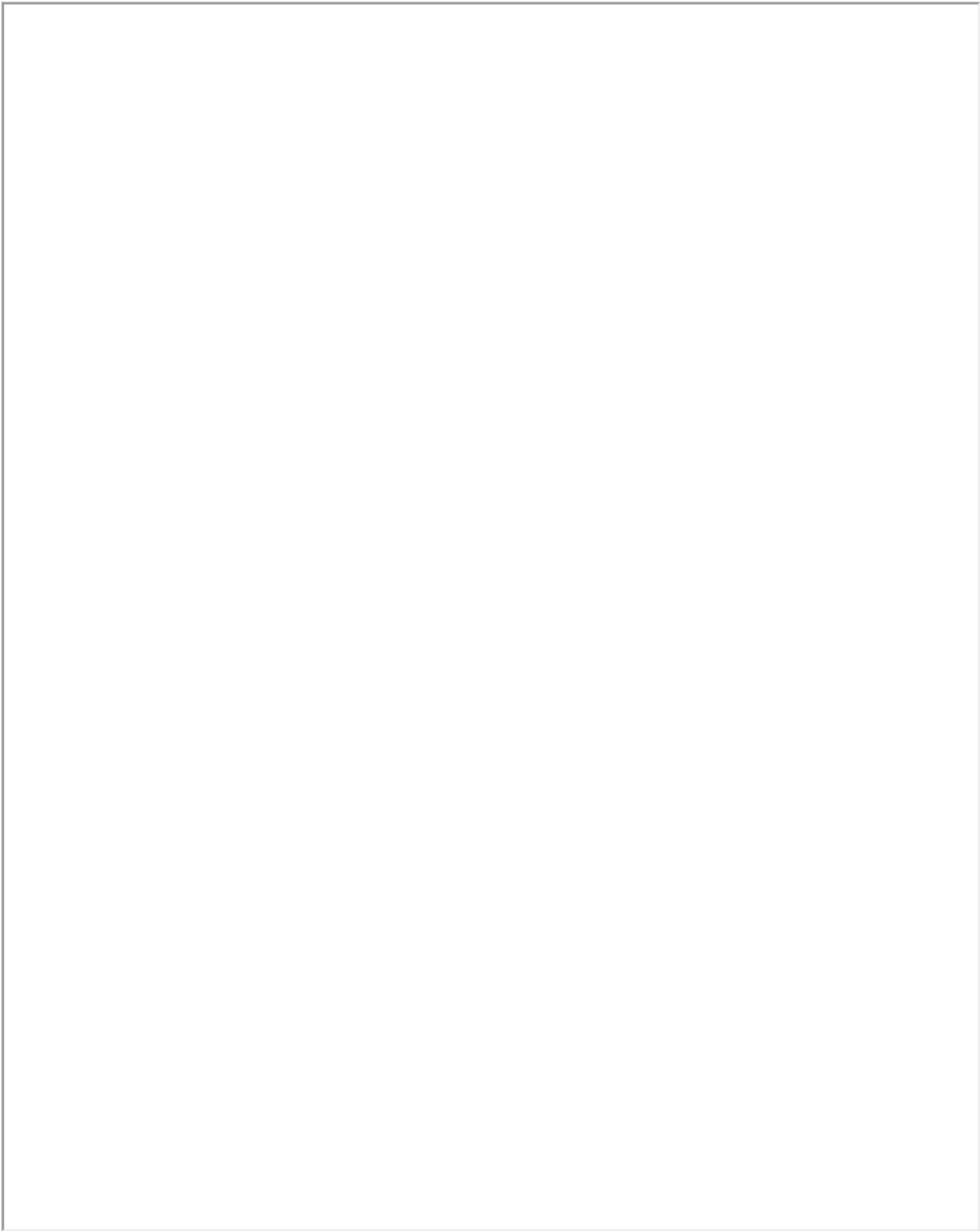
# Local Pickup Update

Last Modified on 08/15/2019 1:20 pm EDT

Effective as of 10/12/2018,

This communication is to inform of updates to the existing Local Pickup functionality. For dealers who do not have it enabled, Local Pickup allows customers to select to pick up their orders in-store instead of shipping the part.

We've heard your feedback and will continue to make enhancements to this functionality. We're pleased to announce the first of such enhancements requested by many of you.

New Functionality: Ability to notify the customer via email that their order is ready for Pickup at the dealership.

How It Works: When a customer places an order and selects Local Pickup, you'll notice a slight change in process on the Order Details screen.

- In the "Order Status" box where you'd otherwise see the "Ship Order" button(see image A below), you'll see it has been replaced with a "Local Pickup Ready" button(see image B below).



- Image A:



- Image B:

- Once you click "Local Pickup Ready," an email notification will be sent to the customer that reads:
  This message from Dealership Name is intended for Customer Name (customer email) in regards to order #xxxxxxx.
  The status of your order has changed and we wanted to keep you up to date:

  You selected Local Pickup at checkout and your order is now ready for pickup at the dealership.

If you have any questions, need any support using the new feature, or would like to activate Local Pickup for your dealership, please contact our support team via email at support@simplepart.com or 1-888-843-0425.

# Google My Business Reviews

Last Modified on 08/15/2019 1:20 pm EDT

Effective February 5, 2018, customers will now be able to provide ratings and testimonials for their online shopping and purchase experience with your dealership on Google My Business (GMB). GMB reviews help your business in a variety of ways. While building customer confidence, they also reduce the cost of your Google ads and improve SEO. (see image i)

How it works: Six days after you confirm that a customer's order has shipped through the control panel, an email will automatically be sent to the customer asking him or her for a review of their experience. These emails will direct the customer to leave a review on your GMB Parts page and not on your Toyota Parts & Accessories site. GMB will filter for profanity.

Completed reviews will be posted on your GMB account/profile. Through your GMB account, you can read customer reviews by selecting Reviews from the menu. You can respond by clicking "Reply" on a review, typing your reply, and then pressing Submit. (See image ii)

Note that your responses to reviewers will be posted and therefore be public.

Your GMB Parts department profile was set up or added to your existing GMB profile when your Parts site went live with Toyota/SimplePart. In a separate email, your Parts Manager will receive an invite with a link from GMB giving you access to your profile where you can access and respond to reviews. (See image iii)

If you have any additional questions about the Ratings and Testimonials process, the Google My Business platform or your GMB profile, please feel free to contact SimplePart Support at (404) 520-7640 or support@simplepart.com or visit the Google My Business Help Center.

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**For soft launch dealers, please be aware:**

1. You will start collecting fresh Ratings & Testimonials with this new process.
2. The prior ratings and comments collected through TMNA's internal process and posted in Medallia will not be migrated to the GMB platform. However, you will still be able to access this information, but they will no longer be updated.

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*Screen of GMB via Google search:* *When a customer completes a search via Google for a part or your specific dealership Parts department, they will see the below on the right side of the search page with all posted reviews and overall rating. Customers can click on the highlighted text to read posted reviews & replies.*



*Screen of Reviews Management Screen:* *Once "Reviews" is selected, you can respond to comments with the "Reply" button*

**Screen of GMB Invite email:** *You will receive an email that will have the below content. You will need to click "Get Started".*
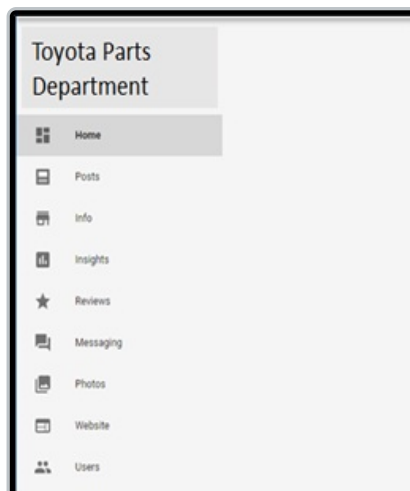


**GMB Main Page:** *Once logged into GMB, a menu along the left side of the web page will provide different options.Select "Reviews" to view all reviews for your Parts department.*

# EP. 1 – Get Started with SimplePart

Last Modified on 03/31/2020 4:07 pm EDT

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| | |
|---|---|
| How to: **Explore Your New Website** | How to: **Configure Your Profile** |
| How to: **Check and Adjust Tax Rates** | How to: **Set and Adjust Shipping Rates** |
| How to: **Explore the SimplePart Control Panel** | How to: **Process Orders** |

How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

# EP. 2 – Explore Your New Website

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**SimplePart**

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How to: **Recognize Fraudulent Orders**

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# EP. 3 – Configure Your Profile

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

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# EP. 4 – Set and Adjust Shipping Rates

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| How to: **Explore the SimplePart Control Panel** | How to: **Process Orders** |

How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

# EP. 5 – Check and Adjust Tax Rates

Last Modified on 03/31/2020 4:09 pm EDT

**SimplePart** ■■■

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| How to: **Check and Adjust Tax Rates** | How to: **Set and Adjust Shipping Rates** |

| How to: **Explore the SimplePart Control Panel** | How to: **Process Orders** |

How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

# EP. 6 – Exploring the SimplePart Control Panel

Last Modified on 03/31/2020 4:09 pm EDT

**SimplePart** ■■■

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

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# EP. 7 – Process Your Orders

Last Modified on 03/31/2020 4:09 pm EDT

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

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# EP. 8 – Recognize Fraudulent Orders

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

# EP. 9 – Modify an Order

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How to: **Process Orders**

How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

# EP. 10 – Real-Time Shipping and ShipStation

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

# EP. 11 – Continue Your SimplePart Experience

Last Modified on 03/31/2020 4:11 pm EDT

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How to: **Recognize Fraudulent Orders**

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# EP. 12 – How to Create a Coupon

Last Modified on 06/14/2021 2:42 pm EDT

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

How to: **Create a Coupon**

How to: **Customize Product Information**

# EP. 13 – How to Customize Product Information

Last Modified on 07/16/2020 1:47 pm EDT

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

How to: **Create a Coupon**

How to: **Customize Product Information**

# EP. 14 – How to Initiate eBay Store Page Creation

Last Modified on 06/29/2021 11:38 am EDT

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| How to: **Recognize Fraudulent Orders** | How to: **Modify an Order** |
| How to: **Use Real-Time Shipping and ShipStation** | How to: **Create a Coupon** |
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# EP. 15 – How to Adjust Pricing

Last Modified on 07/09/2021 1:54 pm EDT

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How to: **Recognize Fraudulent Orders**

How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

How to: **Create a Coupon**

How to: **Customize Product Information**

How to: **Initiate eBay Store Page Creation**

How to: **Adjust Pricing**

# INFINITI Welcome Packet (Part 1)

Last Modified on 03/31/2020 4:28 pm EDT

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# INFINITI Welcome Packet (Part 2)

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# INFINITI Dealer Toolkit

Last Modified on 03/31/2020 4:29 pm EDT

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# What is the California Consumer Privacy Act (CCPA)?

Last Modified on 02/05/2021 1:12 pm EST

The California Consumer Privacy Act (CCPA) was signed into law on June 28, 2018 and grants residents of California consumers a range of rights in regards to personal information that businesses collect about them. Briefly, these rights include:

- The right to know what information is collected about them; this may include:
    - Categories of personal information
    - Categories of sources of personal information
    - Business purpose or commercial purpose for collection
    - Categories of third parties with whom the information is shared
    - Specific pieces of information
- The right to have information that is collected about them be deleted
- The right to opt-out of the sale of personal information

If you do business in California, and you meet any one of the following criteria, you must have practices in place to allow people to exercise these rights.

- Have gross revenues in excess of $25 million annually
- Have at least 50,000 California visitors to your business and/or website annually
- Make at least 50% of your revenue from selling personal information online

Consumers will exercise their CCPA rights through data requests. When a consumer submits a request, you will have to:

- Verify their identity
- Decide whether to accept or deny the request
- Respond accordingly

Our other CCPA articles will give you detailed information about how to do all of these things, so please be sure to consult them for more information.

# How to Respond to Data Requests

Last Modified on 02/05/2021 1:15 pm EST

Consumers will likely reach out to you with requests concerning their CCPA rights. Below is an explanation of what you should do with the tools that SimplePart has provided in order to promptly and accurately respond. Keep in mind that you will be required to respond to any request within 45 days, which can be extended with notice to the consumer for an additional 45 days if the request is sufficiently onerous.

You may receive requests in multiple ways. Consumers may walk into your business and make a request manually. They may also call you. Your site also features a Data Request Page with a form that consumers can access to fill out a request online. If you receive a request through the webform, you will receive an email to notify you of the request. If you receive a request through any other medium (walk-in or on the phone), we advise that you fill out the webform so that you have a record of the request. It's important that you keep records of your requests to be compliant with the CCPA.

## Record Keeping

The CCPA has certain recordkeeping requirements regarding requests and responses. Specifically, your business will need to maintain a record for two years of:

- Date of request
- Name of consumer
- Request type (Categories/Personal information/Deletion/Opt-out)
- Action taken
- Date of response

We are providing you with a Control Panel report that you can use to view these records as regards requests involving data SimplePart maintains. You can view it here.

# Best Practices for Verifying Identity

Last Modified on 02/05/2021 1:17 pm EST

If a California consumer makes a request of your business regarding access, deletion, or opt-out, it's extremely important that you take steps to verify their identity. The last thing you want is to reveal personal information to a fraudster. The California Attorney General's office has published some guidelines depending on what sort of request comes in.

| | |
|---|---|
| **Right to Know - Categories** | Disclosure of categories tends to be based on fairly general information, so you should maintain a reasonable level of certainty. It is recommended that you cross-reference 2 data points of information provided by the consumer with information you already have on file in order to verify identity. |
| **Right to Know - Specific Information** | Disclosing specific information to a non-verified consumer may constitute a fairly serious case of fraud, so it's important that you adhere to a high level of certainty. <br><br> The Attorney General recommends that you cross-reference 3 data points of information provided by the consumer with information you already have on file, as well as a signed declaration under penalty of perjury that the requestor is who they say they are. |
| **Right to Delete** | Generally, whether a business needs to maintain a reasonable or high level of certainty regarding deletion depends on the sensitivity of the information. <br><br> For example, personal documents would require a high level of certainty, while browsing history would require a reasonable level of certainty. Even though SimplePart will not be honoring deletion requests because of business purposes, you should check your business's deletion policies as well as those of your other service providers. |
| **Right to Opt-out** | The verification system described does not apply to opt-out requests. |

> **TIP:** If you do not feel confident that a requestor has adequately verified their identity, you may reject his request so long as you explain to him why and give him another opportunity to submit information. Do not use a social security number, driver's license number, or any other sort of account number to verify a request.

If you have any questions or need any support with this information, please contact our support team via email at support@simplepart.com or 1-888-843-0425.

# How to respond to right to know categories requests

Last Modified on 02/05/2021 1:19 pm EST

Consumers may contact you with requests to disclose the categories of personal information you collect about them, categories of sources that information comes from, categories of third parties that information is shared with and business purposes for collection. They may also request that you send them that data in a portable format.

How you can respond:

1. **Verify the identity of the requestor.** The Attorney General advises that you confirm two pieces of information you already have on file match the information on the request. This can include:
   - Name
   - Email
   - Phone number
   - Shipping or billing address
2. **Access a PDF of the relevant information.** You have access to a Control Panel Data Request report which allows you to manage consumer requests and respond to them. Once you have verified identity, you may download a PDF of the categories of information, as requested. Learn how to do this at "Accessing Consumer Information."
3. **Send the requestor their information.** Once you have the PDF, you can email (or mail, should they specify) the information to the requestor.

# How to respond to right to know personal information requests

Last Modified on 02/05/2021 1:21 pm EST

Consumers may also contact you with requests to know specific pieces of personal information that you collect about them and that this information be sent to them in a portable format.

How you can respond:

1. **Verify the identity of the requestor.** Specific pieces of information carry more sensitivity than general categories, so the Attorney General recommends that you use **three** pieces of information that you already have on file matched with the information on the request. This can include:
   - Name
   - Email
   - Phone number
   - Shipping or billing address
   - In addition, the Attorney General advises that you collect a signed statement from the requestor that they are who they say they are, under penalty of perjury. You will need to maintain records of these statements. It is recommended that you consult your legal counsel for the text of this statement as it is a binding legal document.
2. **Access a PDF of the relevant information.** Access the Control Panel Data Request report in your Control Panel. Once you have verified identity, you can download a PDF of their personal information. Learn how to do this at "Accessing Consumer Information."
3. **Send the requestor their information.** Email or mail the requestor their information as instructed. Remember there is a 45-day timeline for responding to requests.

# How to respond to deletion requests

Last Modified on 02/05/2021 1:23 pm EST

Consumers may make requests for you to delete information that you collect about them. It is SimplePart's policy to reject these requests as CCPA does provide for exceptions if the information is necessary for business purposes, including:

- Completion of a transaction
- Fraud prevention/security
- Debugging
- Exercise of Constitutional rights
- Compliance with extant California or Federal law
- Engagement in public interest research, provided informed consent
- Internal use

SimplePart uses the information collected from consumers in order to help you fulfill orders and to prevent fraud. As a result, if on the Data Request Page a consumer requests to delete his information, SimplePart automatically sends him an email explaining our deletion policy.

Please note that you will need to check your other service providers' deletion policies and follow any processes they have defined to complete the consumer's deletion request.

# How to respond to opt-out requests

Last Modified on 02/05/2021 1:25 pm EST

The last sort of request that consumers may make under the CCPA is opting out of the sale of their personal information. SimplePart does not sell consumers' information for any reason. As a result, if on the Data Request Page a consumer requests to opt out of the sale of his information, SimplePart automatically sends him an email explaining our opt-out policy.

If your business does not sell consumers' personal information for money or other valuable consideration, then this part of the regulation does not apply to you. If you get a request to opt out and you do not sell personal information, then you may inform the requestor of that fact.

If you have determined that you do sell personal information to third parties, then you will need to consult your legal counsel on how to proceed. SimplePart can assist you with implementing a "Do not sell" link on your site should this be the case.

# How and When to Deny Requests

Last Modified on 02/05/2021 1:27 pm EST

## Right to know

The only instance in which you should deny a request to know is if you feel as though you cannot confidently verify the identity of a requestor. Otherwise, CCPA entitles them to the disclosure of their personal information without exception. If you do feel as though you cannot assure that a request is not fraudulent, consider responding to the request with something like this:

*Subject: Response to Information Request*
*Hello, we have received your request to disclose our records of your personal information to you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot verify your identity confidently with the information you supplied when you submitted the request. Please consider resubmitting with different verification information or contact us directly at (phone number) or (email address). If you have questions about our policies on the matter, please consult our Privacy Policy (link).*
*We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

> **TIP:** Remember from "How to Respond to Data Requests" that requests to know specific information carry a higher bar for identity verification than requests to know categories of information, including 3 data points and a signed statement. It's important to consider the nature of the request when determining if the information provided is sufficient.

## Right to delete

As covered in "How to Respond to Deletion Requests," there are significant exceptions to the requirement to delete personal information at a consumer request. A business may deny a deletion request if they need to maintain the information for the following business purposes:

- Completion of a transaction
- Fraud prevention/security
- Debugging
- Exercise of Constitutional rights
- Compliance with extant California or Federal law
- Engagement in public interest research, provided informed consent
- Internal use

As a rule, SimplePart will reject any request to delete information that we have on file, principally because of order fulfillment and fraud prevention.

If you believe that your business needs to maintain consumer information on file for these purposes, you can reject a consumer request to delete. However, it's important that you respond to the request with an explanation of the denial along the lines of the following.

*Subject: Response to Deletion Request*
*Hello, we received your request to delete personal information that we have about you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot honor your request to delete this information as we and our service providers require it for legitimate business purposes provided for under CCPA, which you*

*can learn more about here (link to privacy policy). If you have any questions or concerns about this, please contact us at (phone number) or (email).*

*We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

# Right to Opt Out

If a consumer sends you an opt-out request, you only need to comply if you sell consumer data to third parties for valuable consideration. SimplePart does not do this, so it will be our policy not to honor opt-out requests. If you do not sell consumer information, you may send the consumer an email detailing this fact in a way similar to the following:

*Subject: Response to Opt-out Request*

*Hello, we received your request opt-out of the sale of personal information that we have about you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot honor your request as we and our service providers do not sell your personal information to third parties for money or other valuable consideration. If you wish to learn more about this fact, please consult our privacy policy (link). If you have any questions or concerns, please contact us at (phone number) or (email).*

*We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

If you have any questions or need any support with this information, please contact our support team via email at support@simplepart.com or 1-888-843-0425.

# Accessing Consumer Information

Last Modified on 02/05/2021 1:38 pm EST

If a consumer makes a "right to know" request for either categories of information or specific pieces of information, you'll need to be able to send them that data after you verify his identity. Here's how to access it.

1. Access the Control Panel as you normally would.
2. Use the "Find Customer" field and search by last name.
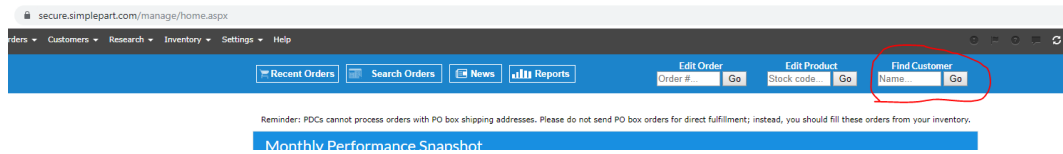


3. Browsing the results and selecting the customer you want should take you to the Edit Customer page, where you will see two buttons.
    1. If the customer has made a categories of information request, select "Categories of information."
    2. If the customer has made a request for specific information, select "Personal information."



4. Download the relevant PDF and send it to the requestor in the medium that they select, whether that be electronic or physical. Please note that the PDF will expire, so you should download it immediately.

With this process, you should be able to respond to requests and download PDFs to digitally or physically send to any consumers who ask for their information.

# Data Request Reporting

The CCPA requires businesses to keep records of consumer requests for 24 months, specifically the following information:

- Date of request
- Name of consumer
- Request type
- Action taken
- Date of response

You can access records of requests that come in through the Data Request Page in your Control Panel at this page.

If, for any reason, you need to furnish records of requests, you may access the information that we have through that report. Please note, however, that the overall responsibility for accurate record keeping is your responsibility as a business.

# Data Request Page

Last Modified on 02/05/2021 1:42 pm EST

As mentioned in "How to Respond to Data Requests," consumers may contact you to make a CCPA request in a variety of ways. One method that we provide for you on your parts site is a Data Request Page. This page will allow consumers to fill out a webform that will serve as their official request. Once they complete the form, you will receive an email notification and may use the information submitted in order to verify the request and decide how to respond. The email will also include instructions on how to view the information submitted. You can view the webform at personaldata.aspx.



You or a consumer may find the link to the "Data Requests" page in the footer under "Legal."



You may change the settings of this page by accessing the Control Panel screen "Data Privacy Compliance Settings." This will allow you to:

- Turn the data request page on or off
- Edit the content of the page. If you do not edit the content, it will default to content supplied by SimplePart.

# Cookie Notice

Last Modified on 02/05/2021 1:43 pm EST

The CCPA requires that consumers be made aware of their rights "at or before the point of collection," which essentially means that there should be some form of notification on your website at the consumer's point of entry, no matter what page that may be.

We have provided a "cookie" notice that will fulfill this purpose, and inform any visitors as to their CCPA rights and provide an affirmative button indicating that they understand these rights, as well as a link to the relevant section of the Privacy Policy.



You may edit the settings of this notice via the "Data Privacy Compliance Settings" screen in the Control Panel. This will allow you to:

- Turn the cookie notice on or off
- Allow you to edit the default text that we have provided.

# Checkout Agreements Field

Last Modified on 02/05/2021 1:45 pm EST

The Checkout Agreements Field on the Checkout page is editable so that you can add notices for data collection and compliance, which you may do through the Data Privacy Compliance Settings Screen in the Control Panel.

1. **Control Panel Screen**



2. **Checkout Agreements Field**



"Word" and "Policies Link Field" edit the link text and link respectively in the "I have read and agreed to..." statement.

"Checkout Policies Heading" edits the "By checking the box above..." statement and appears in bold by default.

"Checkout Policies Body" edits the rest of the content in the box.

If you have any questions or need any support with this information, please contact our support team via email at support@simplepart.com or 1-888-843-0425.