



**For Immediate Issue**

**ACDPR03.11 - OLO**

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## **ACDelco Launches 'OLO' Online Parts Ordering System**

Maintaining its promise of announcing ongoing and dynamic initiatives for its UK and European aftermarket operation, ACDelco has introduced a new and fully automated online parts ordering system.

Forming part of ACDelco's commitment to remaining at the forefront of customer service and product availability, the new system has now gone live after having been successfully trialled by a selected number of customers. Branded 'OLO' (Online Ordering) and accessible via ACDelco's pan-European website – [www.acdelco.eu.com](http://www.acdelco.eu.com) - the new electronic parts system gives customers access to a multi-functional and user-friendly web interface portal.

Password protected for security purposes, OLO enables customers to carry out a number of functions 24 hours per day, seven days per week. In addition to creating new orders, customers can view historical ones, monitor orders submitted by tracking them online, check stock availability and place back orders. They can also gain instant access to ACDelco's in-house Customer Care Team.

Indeed for those who have already familiarised themselves with the new system, OLO has already attracted a number of comments from ACDelco's customer base.

As Sales Director of CAT Components (Hastings) Limited, Gary Appleby injects: “Having been a customer of ACDelco’s since they re-emerged onto the UK scene, we are confident that OLO will help enhance the quality of parts provision and the excellent service that we continue to receive from ACDelco. Operationally the system should deliver greater efficiencies; saving on time, providing instant feedback on product availability, whilst giving easy access to important product information and technical advice. Not surprisingly, all of this will help us to provide a better service to our own customer base in the process.”

Over in London, GDL Autoparts Director, Raj Ghai is equally keen to comment on the roll out of OLO. “The system does what it says on the can. It is a productive tool and one that we will use on a day-to-day basis for placing and tracking orders.”

Developed by automotive aftermarket solutions provider, Elcome, OLO stands as a fully electronic and secure seamless system that will not only improve ACDelco’s operating efficiency, it will drastically reduce the reliance on paperwork. As ACDelco’s Lee Quinney states: “OLO represents a giant leap forward for ACDelco here in the UK and Europe. It has involved a significant level of investment and has been extensively trialled prior to its implementation.

“In terms of its functionality, we have tried to keep the system as simple as possible, the aim being to make life for the customer as easy as we can. Understandably, everyone within the aftermarket operation is naturally excited about what we expect OLO will do for the operation moving forwards. It forms yet another strategically important step and one that will enable us to secure additional market penetration here in the UK,” Lee added.

On gaining access to the site, users are presented with a simplified menu of options covering order, history, warranty, log out and user guide. Within the order section, customers can create new orders, view back orders or monitor those that are in progress. Database driven, Jobber enables parts to be accessed quickly and easily via part numbers or specific vehicle applications, with parts availability then highlighted using a simple traffic light system: green, in stock; orange, not in stock but will ship within seven days and red, not in stock. With all order details included, including quantities, customers can then proceed to confirm full delivery details etc.

**-ENDS-**

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Online Ordering System



Order

History

Log Out

User Guide

Contact

Terms

Create an order

Enter the whole or a section of a Part No. into the text box below then press the return key. Then click on a product from the list.

Type of delivery  
Stock Order


Part No.  
55-h3

Select part  
Part shown below

Cust Order No:

Product

• In Stock • Limited availability, please contact sales • Not in stock

Part No.	Description	Price	No. Units	Stock
55-H3	BATTERY	£33.40	3	

Order Items

Part No.	Description	Order Type	No. Units	Price	Sub Total	
55-H3	BATTERY	Order	3	£33.40	£100.20	<a href="#">Remove item</a>
					Total	£100.20

Please click here to continue with your order

