

Aftermarket eCommerce:

The Challenges and Potential

The Global eCommerce Aftermarket Is Immense –

and is widely expected to grow. For the automotive aftermarket, [research](#) projects growth from \$42.5 billion in 2020 to 132.75 billion by 2028, a CAGR of 15.3%. Ecommerce overall is experiencing to boom during the times of the

COVID pandemic, adding \$105 billion in U.S. online revenue in 2020 and accelerating eCommerce adaptation by two years, according to an estimate by [Digital Commerce 360](#).



CDS Visual specializes in aftermarket eCommerce, with visual configurators, BOM search, 360 spin images, AR and more.

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Aftermarket eCommerce: Overview

As a secondary market, aftermarket eCommerce focuses on providing replacement parts, accessories and sometimes services beyond what the original equipment manufacturer (OEM) offers.

Most notable for automobiles, aftermarket eCommerce includes parts, accessories, equipment and even chemicals that are created to replace components that aren't available or aren't produced by the manufacturer. For industrial manufacturers, eCommerce and digital catalogs are one of the most important channels for marketing products, which often run into the thousands of SKU's, to customers. Digital catalogs are quickly replacing printed catalogs, leading many manufacturers to further emphasize their eCommerce strategies.

During COVID-19, OEMs have struggled with supply chain disruptions, worker shortages and raw material pricing fluctuations, leading to increased opportunities for aftermarket manufacturers. In automotive, product development cycles have been compromised during office lockdowns and border restrictions. Safety concerns and travel bans throughout various regions of the world have helped further accelerate the consumer preference for eCommerce, with opportunities to market globally now being seized by new players in the aftermarket industry – even traditional manufacturers who never considered themselves to be digital players before.

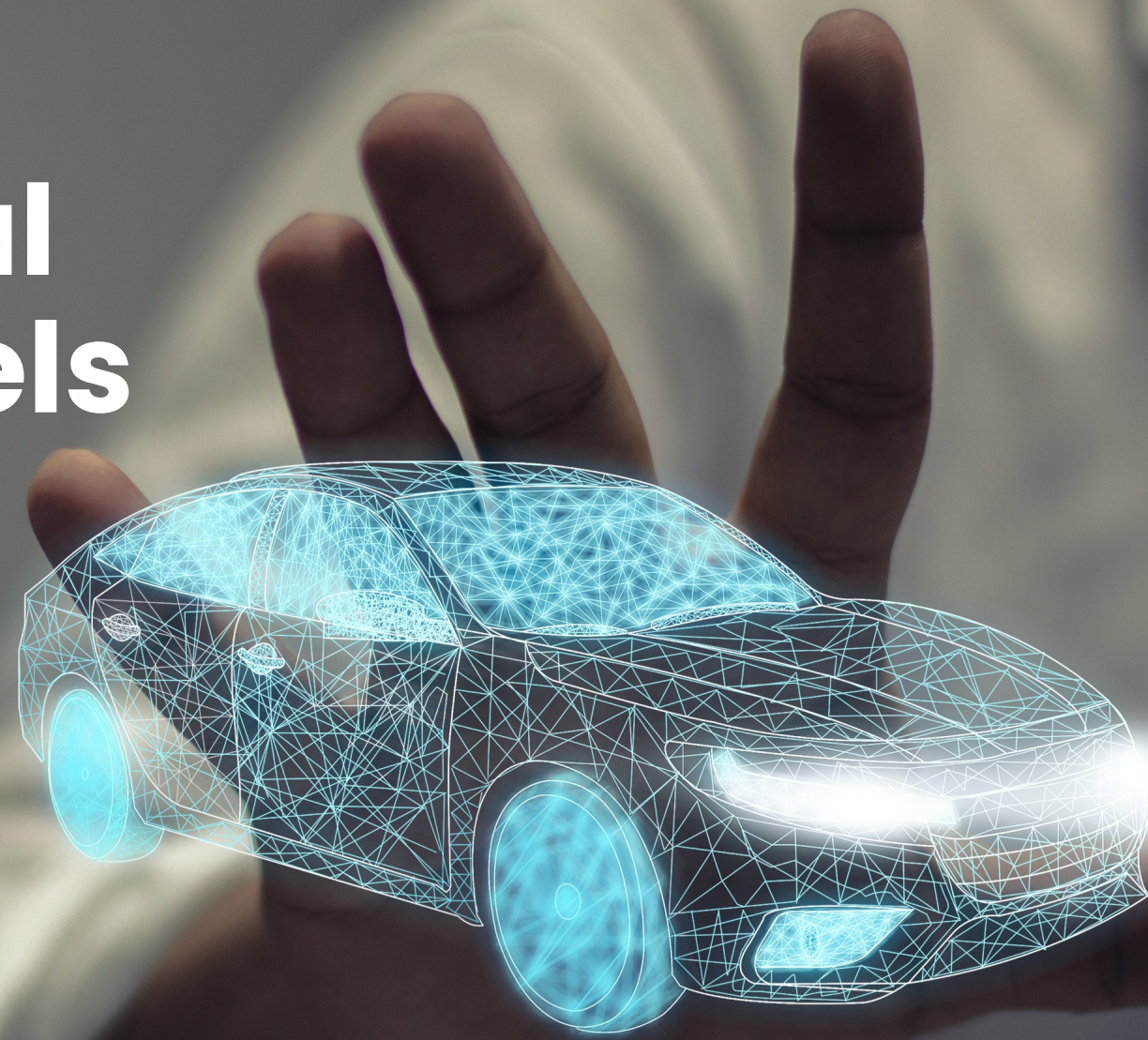
Aftermarket eCommerce is being heavily influenced by changing consumer expectations. Thanks to advances in technology, like 5G networks and advanced smart phones, the

aftermarket buyer is becoming more sophisticated – as are their experience expectations. Now, a majority of customers consider the digital experience as being more effective at meeting their needs than traditional sales channels, like phone or sales rep assisted orders. That's because a good digital customer experience can be quicker, easier and is customers and potential customers. available 24/7, from virtually anywhere in the world.

In addition, the boom in customized and bespoke products is fueling consumer desire for unique goods – and deepening their comfort level using self-service digital tools, like product configurators. In the automotive industry, the expanding electric vehicle (EV) market is creating new demand for parts and accessories.

What this all adds up to, of course, is opportunity – but also a challenge. Your customer experience can make or break your eCommerce aftermarket performance. Serve your customers a seamless, efficient buying experience and they'll reward you with higher sales and greater loyalty. Likewise, a bad experience can have the opposite effect. And being completely absent from the digital landscape could be even worse... since you'll essentially cease to exist for a large part of your customers and potential customers.

New Potential with 3D Models



With 3D models, you can create interactive experiences that allow customers to interact with your aftermarket parts. 3D models also enable faster identification and selection of spare parts. This can help create a much better customer experience – since one of the main customer pain points is being able to quickly search and find the products that they want. Research has shown consumers who use search are 2.4 times more likely to buy.

3D models will also be a stepping-stone to support new solutions for selling spare parts online. Augmented reality (AR) and virtual reality (VR) solutions are growing rapidly – with the global AR & VR market projected to be \$200 billion by 2023.

Speed, Speed, Speed

When your customers need to find spare parts, they need to find them fast. Better search will help you win in the area that matters most: the customer experience. Where once your buyers were limited to a few choices for aftermarket parts, the eCommerce marketplace has opened up a truly global marketplace – offering your customers endless choices that are just a click or tap away.

That's why winning in eCommerce increasingly means winning the customer experience – and winning in the search bar. An improved customer experience and faster search are proven ways to create a clear point of differentiation and have been proven to lift results. If you are operating a

website, your content, design and customer flow are crucial. As is following best practices regarding search engine optimization, which can help ensure that your aftermarket products are found by the right audiences.

If you are selling your products on any of the leading eCommerce platforms, make sure that your content is properly optimized for a modern user experience. Enhanced content, like [360 spin images](#) and 3D configurators, will be increasingly preferred by aftermarket digital shoppers in the coming years – and enhanced and enriched content has been shown to increase conversion rates by at least 47%.



Find Spare Parts in 10 Seconds or Less

At CDS Visual and Dover, we have surveyed hundreds of customers to determine that the main pain point in the customer journey is the need to find spare parts in 10 seconds or less. If they can't quickly and easily find what they need, they will drop from the process. We have created solutions that empower your customers to find spare parts easily, while adding additional search facets like serial number and BOM search.

Customers often don't know the name of the part or even have a SKU number, so adding the ability to search by these facets will help you capture additional sales.

When we engage with companies, we personalize the customer experience based on personas, pain points and a defined roadmap. We can customize the front-end of your eCommerce experience to your branding – while tracking adoption and helping you maximize revenue by moving dollars from offline to online. Our research has also shown that customers want a portal with the ability to see multiple points of data, which is why we offer Dover Service Portal (DPS).

Your customers want to place orders, configure products and beyond, all in a self-service manner, which makes the capabilities of DPS ideal. Recommendation engines will also help with adoption, as evidenced by major companies like Amazon and Netflix who are investing heavily in this technology.

Want to learn more?

Contact us at CDS Visual any time for a complimentary consultation. [Contact us today](#)

Aftermarket eCommerce Solutions

The solutions that will drive the digital revolution in aftermarket eCommerce will increasingly be visual. Especially for automotive aftermarket parts, seeing will truly be believing for customers who value the appearance of their cars above all. At CDS Visual, we have developed turnkey, cost-effective eCommerce solutions that can help you reach a whole new world of customers.



BOM and Spare Part Search

For the eCommerce aftermarket, CDS can help users search by your product's serial number and enable navigation by assembly to sub-assembly for spare part identification and purchase. You can transform the shopping cart experience by offering bill of material (BOM) spare part identification and selection based on provided serial number, plus interactive 3D spare part identification and selection based on provided serial number



Guided Selling

Help buyers find what they need by quickly narrowing their search and allowing them to browse by images rather than text. Designed for companies with a large number of SKUs, guided selling is cost-effective and easily implementable, while offering keyword search with integrated 3D visualization, CAD and more.



Augmented Reality

Aftermarket customers can interact with, spin, and manipulate 3D renderings of your products. Shoppers will feel like they are actually holding the product in their hands – creating more confidence and generating more sales.



360 Spin

Create incredible AR experiences that bring your parts to life. Allow aftermarket customers to customize and create designs that look just like real life. Train employees on assembly and work instructions – increasing efficiency and reducing costs.

About



CDS Visual, headquartered in San Jose, California, provides visualization and augmented reality solutions for both standard and highly configured products.

Founded in 2005, CDS Visual enables manufacturers and distributors to transform their digital customer experience with engaging and impactful visualization solutions. CDS Visual is a Dover company.

Learn more at:

www.cdsvisual.com