





AriensCo Partners with Dealer Spike to Boost Parts Sales through PartSmart Connect

By leveraging the PartSmart Connect platform, Ariens can capture a larger percentage of the total available market for parts on their equipment and execute best practices for customer support.


Milwaukee, WI, (October 30, 2020) – Dealer Spike has equipped OPE manufacturer Ariens with the innovative PartSmart Connect suite of products. PartSmart Connect is Dealer Spike’s electronic parts catalog and after-sale support suite of software solutions. The solution enables manufacturers to drive parts revenue and help their dealers and customers keep their Ariens machines up and running.

“PartSmart Connect greatly increases Dealer Spike’s leading position in the outdoor power equipment industry,” says Mark Winz, Vice President of Enterprise Accounts at Dealer Spike. “The platform is designed to help users find the right parts information the first time. From optimized searching and filtering model assemblies with minimal keystrokes, to clicking on a reference number on a diagram and seeing all the information about a part, salespeople and service technicians will find the parts and related service content they need in far less time than ever before.”

Products within the PartSmart Connect platform include:

- 
PartSmart 10, the new generation of digital parts lookup and after-sale support technology—featuring a powerful and mobile-optimized search engine to find the right parts and service information anytime and anywhere
- 
Engage, a marketing campaign and communications management tool that enables OEMs to deliver marketing and general messages to their customers and collect performance metrics on the effectiveness of each campaign and communication
- 
Data Assist, which facilitates real-time communication and correction of data inaccuracies between dealers and the manufacturer’s technical publications team
- 
Data Manager, which lets manufacturers author and publish parts catalogs for more efficiently than desktop publishing software to provide customers and dealers with instant access to the latest parts and service information

An additional product offered by Dealer Spike and leveraged by Ariens is:

- 
DataSmart, a data feed of parts book content for integration with Ariens’ new e-commerce system



“Ariens is pleased to partner with Dealer Spike to greatly increase the efficiency of our part sales and after-sale support operation through the PartSmart Connect suite of products,” says Tom Wright, Senior Vice President of RapidCare at Ariens. “We stand behind every machine we create, ensuring our brand represents the highest level of quality, and we’re thrilled to partner with a parts and after-sale software provider who matches our level of care and attention in meeting our customers’ needs. We look forward to a very long relationship with Dealer Spike and PartSmart Connect.”

About Dealer Spike



Dealer Spike is focused on driving online leads and in-store sales for dealerships in eight industries. The company provides powerful and distinctive web solutions and tools to thousands of dealers worldwide. Dealer Spike’s expertise comes from real-world dealership experience and a passion for listening and responding to dealers’ needs.

About AriensCo



Ariens began in 1933 in Brillion, WI, with just four employees and the very first American-made rotary tiller. Now with several more models and more than 1,500 employees across the United States, United Kingdom and Norway, Ariens maintains its commitment to local, family-run manufacturing.