



How Allegro is offering the best shopping experience for replacement parts by using TecDoc data



In the interview, pt 1:
Przemysław Kasprzak, Business Unit Manager (Category Car Parts) at Allegro



Allegro.pl is the most popular shopping platform in Poland and one of the largest e-commerce websites in Europe. The Polish company operates a marketplace model which means that customers can buy whatever they need from over 117,000 merchants, who can list an unlimited number of offers on its platform. Allegro offers products in all key categories including Automotive, Fashion, home & garden, electronics,

books and collectibles, kids or health & beauty. Each month, 20 million customers visit allegro.pl, which is equivalent to 80% of all Internet users in Poland.

The company comes a long way from an auction site for private individuals looking for a modern alternative to their local flea market. Today, Allegro is a vibrant marketplace platform for professional sellers and a must-have sales channel for top international brands and retailers. Its mission is to offer the best shopping experience to customers and great business opportunities to merchants. Focus-

ing on the needs of these two parties, Allegro gets always inspired to create innovative solutions in which business and technology come together. That's why the company has just launched a new feature for customers interested in purchasing replacement parts on their platform. We joined our forces and thanks to our TecDoc data, Allegro's customers can now easily find parts that fit a specific model of a vehicle.

We met Przemysław Kasprzak to talk about business and our fruitful cooperation.



What is driving Allegro's business activities?

Przemysław Kasprzak: Our mission is to build the best shopping experience for our customers. Whether you are a private person and need spare parts for your car or you run a car repair shop and need them for your job.

PROVIDING THE BEST SHOPPING EXPERIENCE IS WHAT GUIDES ALLEGRO'S BUSINESS ACTIVITIES

Regarding the sales of spare parts, what target groups does Allegro address?

Przemysław Kasprzak: Briefly and crisply you can say that Allegro appeals to everyone. Buyers on Allegro are of different ages, located across Poland and are in different phases of life. On our platform you'll find teenagers enjoying their first car, adults and their family cars or the people who love and care for their classic cars. The vast majority are garage enthusiasts, but also professional mechanics, workshops and ordinary car users. We strive to make our solutions comprehensive and address the needs of each group of buyers. We just want to take care of our customers and make their life easier!

ALLEGRO RESPONDS TO UNCERTAINTIES AND RISKS WHEN PURCHASING SPARE PARTS ONLINE

Why did you choose TecAlliance and TecDoc data to develop your new feature for allegro.pl?

Przemysław Kasprzak: Our main focus is on the shopping experience of our customers on our platform. It should be quick and easy to buy something on allegro.pl. It is precisely this goal to make the shopping experience of our customers ideal and above all to keep it simple and convenient for them - also in terms of shopping time - which guides our business activities. We want our customers to quickly find what they are looking for on allegro.pl. To achieve this, parameters, detailed descriptions and product relations play an important role.

Uncertainties and risks are a great obstacle when buying spare parts online. In a study, we found out that 40% of spare parts buyers - individuals

or even mechanics - are afraid of a mismatch between the product and their car and problems resulting from buying the wrong part. That's why we wanted our customers to have all the necessary information whilst buying spare parts on our platform. Allegro wanted to make sure that they buy the correct part, that it fits their car and that they save time and money. This is how we wanted to address the uncertainties and risks regarding the online shopping of spare parts.

ONLY A LITTLE OF THE POTENTIAL PARTNERS ON THE MARKET MET ALL THE CRITERIA

So, we were looking for a comprehensive solution that provides us with data on vehicles, parameters and vehicle relations. It was also important for us to collaborate with a partner who has data on most brands and manufacturers. Technological principles, the implementation effort and data update cycles were also subject to the decision-making process. The choice was quite simple because only a little of the potential partners on the market met all the criteria.

OBTAINING THE WIDEST POSSIBLE SCOPE OF DATA IN THE SHORTEST POSSIBLE TIME TO BE USED ON ALLEGRO'S PLATFORM: TECDOC MET THIS NEED PERFECTLY

What was the decisive point that led you to integrate TecDoc data in your search for spare parts?

Przemysław Kasprzak: The TecDoc database has been on the market for years. It has an established position and practically everyone who works in the industry knows it. In our team we have colleagues who bring a great experience in the automotive industry and worked for various companies in this field, so the research among the available solutions went very quickly. The decision was very simple. We focused on obtaining the widest possible scope of data in the shortest possible time to be used on our platform. TecDoc met this need perfectly.

What concrete advantages do you see in the integration of TecDoc data?

Przemysław Kasprzak: The availability of and access to vehicle and product information are crucial to success.

The most important step is identifying vehicles and suitable replacement parts without fail. With its TecDoc data, TecAlliance offers an extensive support with a comprehensive database comprising vehicle reference data, OE data, and VIO (Vehicle in Operation) database if needed.

The most outstanding advantages for us are the breadth of TecDoc data, the quantity of manufacturers and brands included and the product-vehicle relationship. In the Automotive Aftermarket, it is very important to unambiguously determine which part fits a specific vehicle. Buyers need to be sure that the spare part they bought online will fit their car.

THE INTEGRATION OF TECDOC DATA LEADS TO A REMARKABLY IMPROVED SHOPPING EXPERIENCE FOR EVERY USER GROUP OF ALLEGRO.PL

What has changed noticeably for you since the integration of the data?

Przemysław Kasprzak: First of all, since the integration and implementation of the data, the quality of offers and information contained in our service has improved. Buyers have access to the technical data of the product, its dimensions, special features, numbering, substitutes, a list of models to which a given part fits. They can be sure that the part fits their car and can validate their purchase decision based on the data. So, by integrating TecDoc data we can lower the buyer's uncertainty and risk choosing the wrong part. Professional buyers can reduce costs and speed up the parts ordering process. It is also worth mentioning here that the integration of the database is also an advantage for the sellers themselves, who put their offers online faster and easier. This leads to a remarkably improved shopping experience for every user group of allegro.pl.

Thank you for this insightful interview!

Read in the second part: Allegro on how e-commerce in the automotive aftermarket differs from other sectors & what makes a successful online store for spare parts



Data for the digital aftermarket

The availability of and access to vehicle and product information are crucial to success. The most important step is identifying vehicles and suitable replacement parts without fail. We offer you extensive support with our comprehensive database comprising vehicle reference data, OE data, and VIO (Vehicle in Operation) database.

This applies both to the management and analysis of your data and its results; our practical and well-conceived solutions make your processes simpler and more efficient. Our products make it easier for you to manage your own data; they also help you to build your own e-commerce applications and catalogue solutions

You have the choice: our experts would be happy to tell you more about our comprehensive database. Learn more today about how to put together your own custom data packages and tailored services to meet your needs.

Why TecAlliance?

With data, processes, integrated solutions and comprehensive consulting services, TecAlliance provides a portfolio for the market participants in the digital aftermarket that makes you more successful in the long term.

TecAlliance GmbH
Steinheilstraße 10
85737 Ismaning
Germany

Contact:
+49 2203 2020 2000
sales@tecalliance.net
www.TecAlliance.net

