



Customer Experience *vision realized through website*

Executive Summary

Company Profile

Aero Auctions
Barrie, ON
Auction Services
www.aeroauctions.ca

Situation

Aero Auctions sees technology as a strategic investment into their business, and have strong visions for using technology to improve operations and customer service. Their current use of technology was not progressing them to their overall vision and to move forward they needed another approach.

Solution

Website Content management to manage their own content Integrating their website content with other software applications to reduce data entry and errors. Multi language solution for both English and French customers

Benefits

Time savings by reducing data entry points; operational efficiencies with time saved and errors reduced; improved customer service with streamlined experience

Technology

Sitefinity CMS
Dynamics CRM

Established in 1989, Aero Auctions is a corporate organization with extensive industry knowledge in Heavy Equipment, Transportation, Marine and Recreational products. Their experienced team is aggressively penetrating both new and existing markets with personalized service and unique service offerings to benefit their customers. With a company philosophy of working harder for you, Aero Auctions is now recognized as a high value alternative to conventional auction firms that push volume over value.

As customer demand increases, Aero Auctions is growing their operational base while maintaining superior customer service. Combining leading technology with strong management, the Aero Auctions staff work hard to maximize value and service to both buyers and sellers.

Situation

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Aero Auctions met with **pavliks.com** to discuss their vision and set a plan in place to achieve it.

For the first phase of their vision, they wanted a website that would allow them to create and update their inventory listings for each auction, without paying a third party to make changes. This would save them money and improve efficiency.

At this point, Aero Auctions was using a product called Auction Flex to manage their auctions and inventory. To reduce multiple data entry points, they wanted to export the data from the website to be used by the Auction Flex software.

pavliks.com performed an analysis, gathering the information required for the new product catalogue and information about the Auction Flex software. Then a Proof of Concept was built to prove that solution will work and is scalable. Finally the solution was built and Aero Auctions could proceed with their vision.

For the next phase of vision, Aero Auctions wanted to integrate NextLot Online auction web software with their website to have a branded online bidding experience for their clients. This integration was another improvement in operations and added great value for their customer service.

At the same time Aero Auctions had expanded into Quebec and needed to have a French version of their website that included the same auction and consignments items. With consolidated data, both English and French versions of the website were receiving the same information and provided a consistent and seamless language experience. The functionality of Sitefinity for multiple languages was a big benefit to this project.

Improved customer service with streamlined experience





Dynamics CRM Upgrade *Improves Efficiency*

Executive Summary

Services

Website Development
Sitefinity CMS Integration
Hosting

Benefits

Aero Auctions has experienced how the right technology can bring them closer to their vision for operational efficiency and exceptional customer service.

At each phase of development, Aero Auctions was realizing the benefits of their technology investments:

- Managing the content on their website internally saved time, and money.
- Easy to navigate website with consistent product presentation improved the online customer experience.
- Integration with existing Auction based software streamlined and improved internal processes.
- Reducing data entry points eliminates errors
- Providing a consistent branded online bidding system improves the auction experience and builds a stronger relationship between Aero Auctions and their customers.

And it does not end there—Aero Auctions continues to demand more from their technology and streamlining all of the existing software programs in one central platform that will manage all aspects of their Auction business—Dynamics CRM. **pavliks.com** is engaged in this journey with Aero Auctions to realize this vision.

Improved customer service with streamlined experience

