

TRANSTAR SETS THE INDUSTRY STANDARD FOR ECOMMERCE, BLENDING CUTTING-EDGE SOFTWARE WITH SUPERIOR CUSTOMER SERVICE

[Cleveland, Ohio – September 3, 2019] Transtar Industries, a leading distributor of automotive aftermarket transmission and driveline parts, has set the industry standard for ecommerce with the continued improvement of transend™, an exclusive technology that allows customers to easily browse and purchase products. Recent updates include ‘*transend Connect*’, a feature that enables sales associates to assist in the ordering process, and a live chat option that provides users with immediate answers from industry experts.

“The power of transend is that we’re fusing cutting-edge solutions with superior customer service. Customers order parts online but our industry experts are still there every step of the way, ready to assist. This software grows our customers’ businesses and deepens our relationships with them. A true win-win, transend gives customers more time to repair vehicles, while also freeing our sales reps to advise shops on viable forward-looking solutions such as our RAP®2 Kit and our growing line of hybrid batteries,” says VP of Sales and Marketing Tom DeMille.

Technicians previously relied on multi-hundred page paper catalogs, but now quickly find parts on transend that fit the vehicle sitting in their bay by searching with its license plate number, VIN, or by year/make/model/engine. They can filter results by brand, price, and availability, and receive their order on their next scheduled delivery.

This ecommerce solution has experienced tremendous growth in usage and sales since launching, areas that continue to climb with the introduction of new features such as transend Connect and live chat. Of future improvements and updates, VP of Technology Bryan Chaikin, comments, “Our team releases new features every month to stay in lockstep with the latest ecommerce trends. We are continually releasing API updates, and it is this commitment to ongoing improvement that attracts key partnerships with other industry leaders.”

Through transend, Transtar offers a solution that enables customers to prepare for the future of the automotive aftermarket industry. Register today for a free transend account by visiting www.transend.us.

About Transtar Industries:

Transtar Industries is the global leader in transmission and driveline-related solutions. Dedicated to providing customers with outstanding service, offering the broadest product catalog and best-in-class distribution of quality OE, aftermarket parts, and premium remanufactured products. Founded in 1975 in Cleveland, Ohio, in four decades, Transtar has grown to be a global supplier of products related to the transmission and driveline, with a comprehensive offering that includes automatic and standard transmission units, transmission rebuild kits and components, remanufactured torque converters, hard parts, valve bodies, differentials, and transfer case kits and components. Using their robust distribution network throughout the domestic United States, Puerto Rico and Canada, they deliver products to more than 80 countries.

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