



POWERSHIFT PARTNERS

PEOPLE | PROCESS | PERFORMANCE

Driving performance in the automotive aftermarket.

An exceptional product deserves an exceptional customer experience.

We help manufacturers and retailers of world-class automotive performance parts and merchandise deliver an experience that reflects the quality of their products and the promise of their brand.

BEHIND EVERY PART, A PERSONAL VISION

A restoration. A faster lap. A vehicle that feels uniquely theirs. We help aftermarket businesses support enthusiasts along the build journey, turning customer understanding into improvements that benefit the entire customer base.

CUSTOMER INSIGHT INTO PRACTICAL IMPROVEMENT

01 / LISTEN

Understand what matters.

Thoughtfully bring together Voice of Customer feedback from enthusiast communities, reviews, surveys and service interactions, alongside operational data.

02 / CONNECT

Map the experience.

Connect customer touchpoints to the people, processes and systems behind them. Identify patterns and develop operating frameworks tailored to your business.

03 / IMPROVE

Put insight to work.

Clarify how work moves, who owns it, when support is needed and how success is measured. Help implement changes, learn from results and keep improving.

TECHNOLOGY WITH PURPOSE. SUPPORT THAT FEELS PERSONAL.

Combine practical AI and automation with knowledgeable human support. Make routine interactions easier and direct personal attention where it adds the most value. Better information and smoother processes can reduce repeat contacts, avoidable returns and time spent chasing answers.

VALUE YOU CAN MEASURE

Customer relationships

Satisfaction, repeat purchases and retention.

Advocacy & community

Willingness to recommend, referrals and customer reviews.

Operational performance

Resolution time, avoidable returns and cost to serve.

Agree on a baseline. Measure improvement. Assess benefits against the investment.

Scott Dickler | Founder & CEO

Customer-service leadership. Operational experience. Automotive passion.

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