



The Engine that Powers the
Commercial Truck Industry.

PRESS RELEASE

For Immediate Release

Work Truck Solutions Measures Growth Impact

CHICO, California, Nov. 27, 2017 -- Work Truck Solutions is expanding and they're bringing in the right talent to help commercial truck dealerships, OEMs, and body manufacturers through their industry-leading software and data solutions. Work Truck Solutions, founded in 2011, is dedicated to helping dealerships connect their customers to the trucks they need, while managing their commercial inventory on one page. As part of their growth commitment, Work Truck Solutions is proud to have recently added two key Senior Leadership Team members: Shawn Horswill, VP Customer Success, and Joe Schneider, VP Marketing and Sales Operations.

With over 10 years of experience providing IT solutions, and over 12 years in customer service management, Shawn will lead the customer service department as it scales to keep up with the increasing number of dealers using Work Truck Solutions as their inventory management system—over 750 in November. Shawn and his team help their dealers make the most of the tools available to them to increase leads, manage teams, and improve profits. All while giving professional, friendly support.

Joe Schneider, previously manager of internal operations at Facebook, and advisor to the special assistant to the President at the White House, will serve as the VP of Marketing and Sales Operations. In this role, Joe oversees outreach, advertising, and a wide array of communications with the dealerships, OEMs, body manufacturers and distributors across the country. Joe and his team collaborate with others in the industry to communicate best practices in commercial sales, as well as the value Work Truck Solutions brings to each and every one of them.

Data-driven and dedicated to the commercial truck industry, Shawn and Joe have already uncovered important metrics on how Work Truck Solutions is helping dealerships today. This includes significantly higher conversion rates (visitors who call or message a dealership after visiting a vehicle page) than average. According to the 2017 Digital Dealer Conference and Expo, the automotive industry's average conversion rate on vehicle detail page views is 1.8%. Work Truck Solutions dealerships see an average conversion rate of 4.1%, more than double the calls and emails from their commercial inventory site.

This focus that Shawn and Joe bring on measuring the tangible impact of their industry-leading solution will help dealerships take advantage of the opportunity that Work Truck Solutions offers them. The effects of that leadership are already showing results, reducing the attrition rate of dealers by 18.2% over the last two months.

"The increasing dealership management demand for the transparency into the commercial business that our service provides, and the data and metrics we can now deliver to everyone has led to aggressive growth," says Kathryn Schifferle, CEO and founder of Work Truck Solutions. "I am both proud and pleased that we have found in Shawn Horswill and Joe Schneider the caliber of leaders we need to continue our delivery of extraordinary services and innovative partnerships."

Although scaling quickly, Work Truck Solutions maintains their clear mission to improve the business of commercial dealerships, OEMs, body manufacturers and distributors. Along with providing industry-specific search tools for work truck buyers, Work Truck Solutions believes managers of all levels can become more successful leaders when given the right data. Work Truck Solutions' tools clearly visualize information about inventory, web traffic, marketing make better business decisions.

For More Information

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