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**J&P Cycles® Named Runner-Up in Social Media Engagement Excellence
by Leading Analyst Firm**

ANAMOSA, Iowa – [J&P Cycles®](#), the World’s largest catalog retailer of aftermarket [motorcycle parts](#) and accessories, was awarded the Silver award in social engagement for their customer-centric approach of social media, and their innovative uses of new media in the 2011 Gartner and 1to1 Media CRM Excellence Awards, Americas region. J&P Cycles accelerated its social media strategy, as a way to improve responsiveness to customers needs. J&P Cycles was presented the Silver award at the Gartner Customer 360 Summit in Los Angeles, held March 30-April 1, 2011.

The joint awards program with Gartner and 1to1 Media, spotlights the excellence among organizations that take a customer-centric approach to improving their business performance and have seen exceptional results from doing so. Winners were selected by a panel of judges, including Gartner analysts, 1to1 Media editorial staff, and business and academic experts. In all, awards were presented to five companies in five different categories, along with one runner-up in each category.

J&P Cycles’® business and that of other motorcycle-related businesses, have for the most part, been based on face-to-face interaction with customers, through the phone and in retail situations. To extend beyond this arena, the next step was to participate in varying online motorcycle-related communities where J&P® employees could connect with customers to help meet their needs. As an extension of the online approach to customer interaction, J&P® began using RightNow Technologies’ Cloud Monitor software and Google Analytics alerts to track customer comments in social media networks, such as Facebook and Twitter in 2010.

“We are honored to receive the Silver award in social engagement by Gartner and 1to1 Media, as a tribute to the hard work and dedication our team has put forth toward our social media and customer relations efforts,” said Rich Brecht, J&P Cycles® Senior Contact Center Manager. “We are always looking for new and unique ways to educate customers on what J&P has to offer and improve their satisfaction with us through as many channels as possible. We also wanted a more consistent way to connect with customers and answer their questions.”

“By developing a social network strategy, we’ve changed the way we approach customer service,” Brecht adds. “The information from our social media reports has given our management



team increased visibility into our customer processes, allowing us to constantly challenge ourselves to improve customer service.”

The increased customer focus in social media has raised customer satisfaction scores 25 percent and has allowed J&P Cycles to gather critical information from customers, analyze feedback and make changes and improvements throughout the entire organization. In fact, the company expects revenues generated solely from Facebook and Twitter interactions to grow 300 percent in 2011, compared to 2010.

About J&P Cycles

J&P Cycles® is the World’s largest catalog retailer of aftermarket parts and accessories for [Harley-Davidson®](#) motorcycles. In business for more than 32 years, J&P also carries a full line of V-Twin [Cruiser parts](#) and [Sport Bike parts and accessories](#). Featuring tens of thousands of items in stock, in print and online, J&P Cycles® delivers the best customer service and return policy in the industry.

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