

Clore Automotive Replaced Manual Warranty Operations With One Connected Dyrect Workflow

ELECTRONICS

UNITED STATES

50+ YEARS

2+ YEARS ON DYRECT

How a 50-year-old automotive equipment brand unified registration, claims, UPS-powered returns, repair and replacement routing, and automated customer communication into a single warranty system on Dyrect.

Detail	Value
Company	Clore Automotive
Industry	Automotive Service Equipment
Headquarters	Lenexa, Kansas, USA
Sales Channels	DTC + Amazon + Walmart + Distributors + Resellers
Key Products	Jump-N-Carry Jump Starters, Battery Chargers, Electrical Tools
Solution	End-to-End Warranty Registration + Claims + Returns + Repairs

"Dyrect gave us one system to run warranty, registration, claims, returns, and customer communication. Two years in, the team can't imagine going back to the way we used to operate."

After-Sales Leadership, Clore Automotive

5 Modules Live	2+ Years on Dyrect	UPS Integrated Returns
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Introduction

Clore Automotive needed one warranty platform that could handle the full lifecycle of a claim, from the moment a customer registers a product to the moment a repaired or replaced unit lands back at their door.

The brand sells jump starters, battery chargers, and automotive electrical tools through its own website, Amazon, Walmart, professional distributors, and specialty resellers. That multi-channel footprint made it nearly impossible to own the customer relationship after the sale. Warranty registration was the most reliable moment to capture first-party data, but the process behind it was manual, fragmented, and slow.

Dyrect helped Clore Automotive connect branded warranty registration, claims management, UPS-integrated return shipping, repair and replacement workflow, and automated customer communication into one end-to-end system.

Repairs – How to Seek Repair Service Under Warranty / Coupons / More

Welcome to our product warranty and repair portal. This is the primary after-sales product support page on our site and provides a jumping off point to perform several actions related to service and repair.

- Registering a product purchase
- Seeking Warranty Service
- Seeking after-warranty Coupon Repair
- Seeking after-warranty Standard Repair



Registering a Product Purchase

Registering your product purchase is quick and easy. It provides numerous benefits, such as access to information related to your purchase (upgrade opportunities, new accessories, etc.) and future tailored communication related to your purchase (such as application-related info as vehicle configurations change). It also allows us to communicate important safety information (if necessary) and speeds future service requests. If you'd like to register your product purchase, click below to start the process.

[Register Your Product](#)

The Clore Automotive warranty and repair portal: registration, warranty service, and repair options in one branded hub.

About Clore Automotive

Clore Automotive is one of the most recognised names in automotive service equipment in North America. Built on more than 50 years of automotive heritage, Clore designs and manufactures jump starters, battery chargers, and electrical service tools used by professional technicians and everyday consumers. The brand is best known for its [Jump-N-Carry](#) product line.

Clore products reach customers through a wide mix of channels including their own DTC website, Amazon, Walmart, professional automotive distributors, and a long tail of specialty resellers. That breadth means Clore frequently sells products to customers they never get direct access to, making the warranty registration moment critical for building a direct relationship.

Challenges

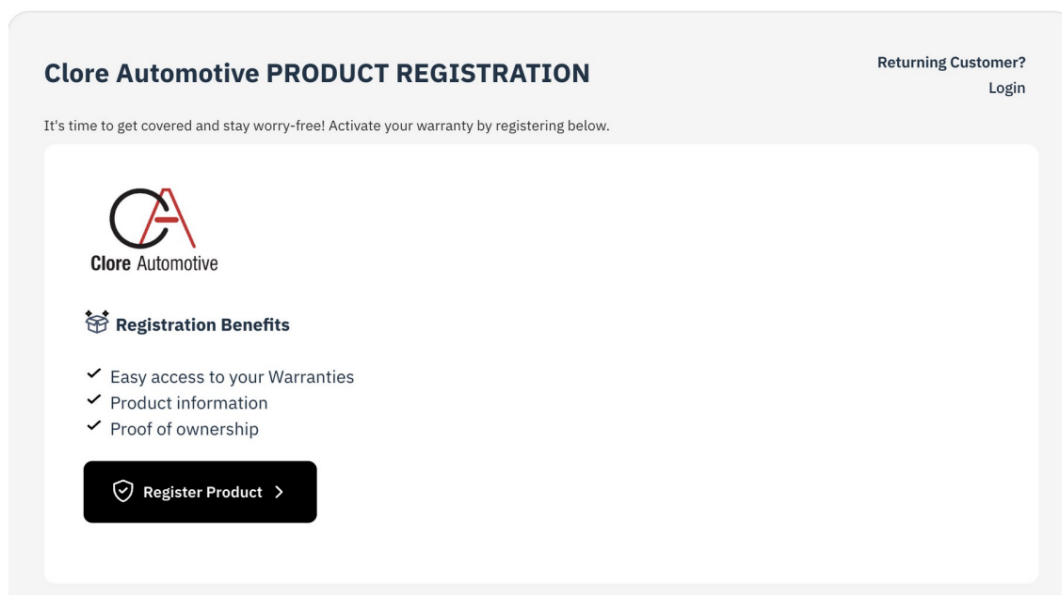
Challenge	What it looked like day to day
No single source of truth	Customer and product data captured inconsistently across paper forms, emails, and web forms
Slow claim handling	Claims arrived through mixed channels and had to be triaged by hand before anyone could act
Manual eligibility checks	Support checked warranty status case by case without a serial-linked record
Return shipping friction	Labels generated and emailed manually for every RMA, slowing every approved claim
No unified return tracking	Once a product was in transit, visibility lived in individual inboxes and spreadsheets
Disconnected repair process	Evaluation, work orders, technician assignment, and dispatch coordinated across separate tools
Reactive communication	Customers called or emailed to find out where their claim stood. No automated updates

What Dyrect delivered

Dyrect implemented a complete end-to-end warranty registration and claims management workflow. Five modules went live and continue to operate as a single connected system.

1. Branded Warranty Registration Flow

Customers register their Clore products on a Dyrect-powered, fully Clore-branded portal. The registration form captures product details, customer information, purchase data, and warranty terms in one structured record. Every registration creates a first-party customer record that Clore owns, including for customers who originally bought through Amazon, Walmart, or a distributor.



Clore Automotive product registration portal powered by Dyrect.

2. End-to-End Claim Management

Customers raise claims directly through the system. Each claim is automatically linked to the underlying warranty record, validated for eligibility based on the registered serial number, and converted into a service ticket. From that point, return, repair, and replacement decisions are managed inside the same workflow.

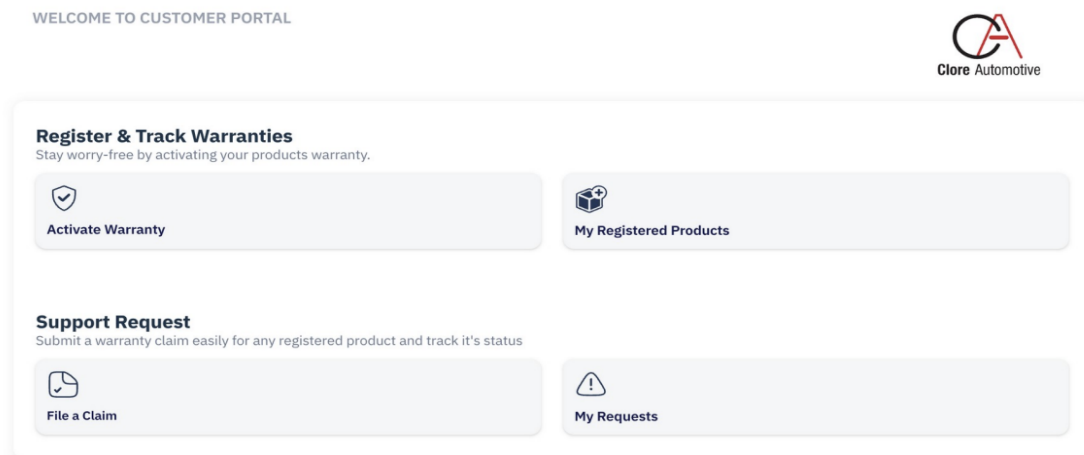
3. UPS Integration for Returns

Dyrect is integrated with UPS so return shipping labels are generated automatically the moment a claim is approved. Customers receive the label by email. Clore's support and

operations teams get tracking visibility on every inbound shipment. This removed one of the largest sources of manual work in the previous process.

4. Repair and Replacement Workflow

Once a returned unit is received, Dyrect drives the post-receipt process. Product evaluation, repair or replacement decision, work order creation, technician assignment, and dispatch of the repaired or replacement unit all happen inside the platform. Internal teams work from a shared queue with clear ownership and handoffs.



The Clore Automotive customer portal: Activate Warranty, My Registered Products, File a Claim, and My Requests.

5. Automated Customer Communication

Customers are updated automatically at every step of the process: claim raised, label issued, shipment received, repair status updated, replacement dispatched. This reduced inbound support volume because customers no longer need to call or email to ask for an update.

Clore Automotive

PRODUCTS ▾DISCOVER ▾

Clore + Children's Mercy - Partnership

Search here... 

Jump-N-Carry Booster Cables	Over-the-Counter (OTC) Exchange
Light-N-Carry LED Lighting Solutions	Over-the-Counter (OTC) Exchange
Reconditioned, Accessories, Service Parts	Return to Clore Automotive

***Note:** A valid, dated proof of purchase is required for all warranty claims and OTC Exchanges.

Definitions:

Over-the-Counter Exchange – Product can be exchanged by reseller during the OTC period. Product can also be sent to Clore Automotive.

Clore Service Network – Product should be serviced at a Clore Authorized Warranty Repair Center.

Initiate a Clore Warranty Service Request – Sending Back to Clore

If your product requires shipment to Clore for warranty service or you prefer to send it to Clore for warranty service (vs returning it to your place of purchase), click below to start the warranty process.

Start Warranty Process

Initiate a Clore Warranty Service Workflow – Clore Service Network

If your product requires warranty service through a Clore Authorized Warranty Repair Center, click below to find a your nearest Repair Center.

Find Repair Center

Out-of-Warranty Repair

Some Clore products can be repaired after the warranty period has ended. This service is limited to specific product categories. Portable jump starters, commercial jump starters and



Warranty service routing: "Start Warranty Process" or "Find Repair Center", with OTC exchange options.

Before and after

Area	Before Dyrect	After Dyrect
Registration	Paper forms, emails, inconsistent web forms	Branded online registration capturing all data in one place
Eligibility	Manual, per-claim, case-by-case	System-driven, linked to registered serial number
Claims + returns	Email threads and spreadsheets	Single workflow from claim to service ticket to dispatch
Return shipping	Labels created and emailed manually	UPS-integrated auto-generated labels with tracking
Customer updates	Customers called or emailed support	Automated email updates at every stage
Team coordination	Cross-team via email and spreadsheets	Shared queue with clear ownership and handoffs

Outcome

Two years into the deployment, Clore Automotive runs its full warranty lifecycle on Dyrect. The warranty operation that used to absorb labour and create friction now runs as a connected system that captures data, resolves claims faster, and gives customers a modern post-purchase experience.

5 Modules Live End-to-End	2+ Years on Dyrect	1 Connected Workflow
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What changed	Detail
First-party customer data	Every registration creates a record Clore owns, including Amazon, Walmart, and distributor buyers
Automated status updates	Email notifications at every claim stage, reducing inbound support tickets
UPS-integrated returns	Manual label work removed from every approved claim
Shared internal queue	Replaced cross-team coordination through email
Branded customer portal	Registration, claims, and tracking match the quality of the product itself

Final takeaway

Clore Automotive used Dyrect to replace a manual, multi-tool warranty operation with one connected workflow. Customers gained a branded portal for registration, claims, and tracking. The support team gained system-driven eligibility checks and automated communication. Operations gained UPS-integrated returns and a shared repair and replacement queue. The business gained first-party data on every registered customer across every sales channel.

Warranty stopped being a cost centre and became the system that connects Clore to its customers after the sale.

What Dydirect does

Dydirect is the most powerful post-purchase platform for modern brands, replacing manual registration, warranty, and claims processes with one connected system. No more spreadsheets, inboxes, or disconnected tools. More than 500 brands across the US, UK, Canada, and Singapore run their post-purchase experience on Dydirect today.

TRUSTED BY BRANDS LIKE

 Clore Automotive	 Diggs®	 BURTON	 NEEMAN'S®
VELOTRIC	 R for Rabbit® The Amazing Baby Company	 AIR-CON INTERNATIONAL	 MANNATECH
 GoMechanic	 JCB	 keplin group	 LACUNA®



4.8 ★★★★★

Rated on G2



5.0 ★★★★★

Rated on Shopify App Store

Ready to see this for your brand?

Talk to our team about warranty registration, claims and post-purchase experience.

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