



The Companies:

Soscol Auto Body
Napa, California

Cooks Collision
Tracy, California

The Challenges:

- Providing 100% customer satisfaction
- Keeping customers informed about repairs
- Delivering cars within timeframe promised

The Solution:

CollisionLink

The Results:

- Better communication of parts availability and delivery dates
- CSI rates maintained at 94% or higher
- Improved cycle time on repairs

California Body Shops Use CollisionLink to Improve Customer Satisfaction

Whether you're standing in line at the hardware store, ordering flowers over the phone for Mother's Day delivery, or using the Internet for personal or business reasons, everyone wants to receive exceptional customer service! Crash parts ordering is no different.

Ron Pippert, Owner of Soscol Auto Body in Napa, California, prides himself on performing quality auto body repair and giving on-time delivery since 1972. He explained how having up-to-date parts information can directly impact providing good customer service. "We've added CollisionLink to our assortment of shop tools



to ensure we have up-to-date information on parts availability and delivery so we can better communicate vehicle delivery dates to our customers. Having this at our fingertips ensures there are never any surprises about when car repairs will be finished."

"During CollisionLink visits, our team has heard shop staff talking about parts delivery problems," explained John Haluch, CollisionLink Implementation Supervisor.

"We've added CollisionLink to our assortment of shop tools to ensure we have up-to-date information on parts availability and delivery."

"Before using CollisionLink, these shops just didn't have easy access to the information that CollisionLink provides. And there are a few horror stories – like Friday afternoon phone calls to customers that their car won't be ready. All because of a backordered seatbelt or airbag. And of course it's just after the customer

has made arrangements to return their rental or mother-in-law's car. Knowing that CollisionLink helps our shop customers avoid these predicaments is really satisfying."



"Delivering cars when we say we will is our number one priority – because that's our customers' number one priority."

"CollisionLink directly impacts our improving cycle time, which directly impacts how we're repairing cars faster... which directly impacts our CSI."

CollisionLink features give shops like Soscol Auto Body and Cooks Collision in Tracy California the exact delivery dates and parts availability. Using CollisionLink, dealers send shops automaker backorder status, which means they can advise customers – far in advance – on when they'll get their cars back. If a backordered part is the reason a car won't be ready, customers can know specifics on the car repair length of time and completely understand the reason for a delay.

Pippert said, "Delivering cars when we say we will is our number one priority – because that's our customers' number one priority." Soscol Auto Body's DRP insurance companies telephone the shop's customers regularly to measure that exact CSI factor. He said CollisionLink is one factor that helps Soscol keep their high CSI rating.

In fact, according to an ASA web article describing a CSI provider's satisfaction factors, the two top CSI measurements are: 1) was the customer kept informed about their repair, and 2) was the car delivered on time.

Victor Lima, Shop Manager at Cooks Collision in Tracy, California expressed how CollisionLink helps speed car repairs with its streamlined parts ordering and on-screen status, all of which directly impacts customer satisfaction at his shop.

Lima said, "We use Web-CSM for our CSI calls. You can be sure that the day a car is released, is the day that customer gets a call. CollisionLink directly impacts our improving cycle time, which directly impacts how we're repairing cars faster which directly impacts our CSI. If we were to fall below a 94% CSI, we'd have to give repair discounts to one of our DRP insurance companies. So using CollisionLink, we're more assured that our CSI is going to remain high!"

