

MAY 2007

# BODYSHOP

www.bodyshopmag.com

## RISC ASSESSMENT

A review of the Refinish  
Industry Survey Conference

### FLEXIBLE FRIEND

The rise and  
rise in plastic  
repairs

### INDUSTRY INTERVIEW

Michael Wilmshurst,  
CEO, Nationwide

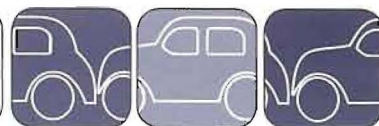
### ALSO

- Accident Management
- Air-conditioning
- Group Ratings

### PLUS

- IT Supplement





## Research highlights lost profit opportunity

RECEPTIONISTS CONTINUE TO 'say goodbye' to tens of thousands of pounds in profit every year.

New research by accident management provider, Accident Exchange, found that a staggering 78% failed to handle customers seeking help after a collision.

The mystery shop of 135 franchised dealers, each operating without an integrated accident management policy, saw 42% direct the customer to their insurer without offering any assistance from the dealership.

Another 36% provided the customer with details of the independent bodyshop the dealer refers business to. However, in nine out of 10 cases, the receptionist failed to note the name and contact details of the

customer before ending the call.

'The receptionist is as important as the sales team,' said Daksh Gupta, Chief Operating Officer at Accident Exchange. 'There needs to be a culture change throughout the dealership. When a customer calls for help, dealers are usually unwilling, many because they simply don't have a fleet of courtesy cars on stand-by. Yet, with almost every manufacturer placing huge standards payments linked to CSI ratings, it seems absurd to turn your back on an opportunity to offer support.'

According to Accident Exchange, the average dealer can add 20% in revenue from an accident management service through labour hours, parts and credit hire commission. **7**

## Insure and go

MILLIONS OF MOTORISTS will be able to arrange their motor insurance quicker and more conveniently thanks to a proposed change in the law, according to the ABI (Association of British Insurers).

The Department for Transport has announced plans to enable motor insurance certificates to be issued electronically. Currently the law requires these certificates to be sent by insurers to policyholders by post. Motor insurance certificates are legal evidence of insurance, and are needed when arranging road tax, MOT and by the police.

'This is good news for customers and insurers,' said Justin Jacobs, the ABI's Head of Motor Insurance. 'Over half of UK households are now online, and this will enable them to arrange motor insurance more speedily.' **8**

## news in brief

● BASF HAS PUBLISHED its 2006 annual report entitled *Shaping the Future*, which contains a consolidated financial statement and a compensation report. **9**

● LORD CORPORATION – maker of Fusor Automotive Repair Adhesives – recently accepted a Recognition of Excellence award from Sherwin-Williams. **10**

● SIKKENS AUTOCOAT BT has announced 20% growth of market share in 2006 and anticipates continued expansion in 2007. **11**

● ALLIANZ CORNHILL has announced that it will be changing its name to Allianz Insurance plc. The decision reflects an evolving brand strategy for the organisation. **12**

## WELCOME TO THE 21<sup>ST</sup> CENTURY WITH FIX AUTO

Two years after signing our first shop, the Fix Auto Network is already the 2<sup>nd</sup> largest group of Independent Repairers in the UK.

With 20 fully branded locations all offering exceptional levels of customer care and repair integrity, our insurer clients are now enjoying the benefits of increased efficiency and retention.

Without a clear strategy for communication, you just blend in. The irony is that you do have something to say, something unique even in a crowded field and even if your service is similar to your competitors. After ethics and performance, Brand becomes a key asset in the 21<sup>st</sup> century.

THE WORLD IS NOT WAITING  
BE PART OF IT

fixauto.com

