

**BUILD YOUR BUSINESS**

**with**

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| **Consumers** |  | **Insurers** |  | **OEMs** |
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| **Here are the top concerns of the most important stakeholders in your business. Incorporate these concerns into your SOPs and you will be successful.** | | | | |
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| Trust |  | Service |  | Safety |
| Most consumers have little experience dealing with a collision. They want to trust you to give them the truth. |  | Your customer is also an insurer's customer. Making the customer happy will keep the insurer happy. |  | A safe or unsafe vehicle reflects directly on the OEM. Restore the vehicle to OEM safety standards. |
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| Empathy |  | Speed |  | Brand Loyalty |
| This damaged vehicle may be the most expensive thing your customer owns. They feel bad about the accident. |  | Open Repair Orders are costly for insurers. Close them quickly and completely. |  | OEMs lose many customers due to unhappiness with collision repairs. Help them save those customers. |
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| Information |  | Accuracy |  | Parts |
| Repairing a vehicle is highly technical. Explain it simply. Inform them of options. Advise them honestly. |  | A great insurer concern is accurate repairs and accurate billing for those repairs. Keep it detailed and factual. |  | More than just fit & finish, most parts are now integral to the proper safety and functionality of todays vehicles. |