

CollisionLink Shop Case Study



The Company: Judd's
Body Shop Grand Rapids, MI

The Challenges:

- Prefers to buy OEM parts, but must manage repair costs for profitability.
- Low quality of aftermarket parts and frequent parts returns lead to longer repairs, customer dissatisfaction

The Solution:
CollisionLink and accessibility
to automaker parts programs

The Results:

- Easy access to OE parts at competitive prices
- Improved cycle time
- More efficient use of time and resources compared to phone & fax orders



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Using CollisionLink electronic parts ordering system every day, Joanne Victory, Shop Owner and Office Manager of Judd's Body Shop in greater Grand Rapids, Michigan, reveals how parts procurement has a chain-reaction effect on repairs.

"Using OE parts has a positive impact on cycle- time, and CollisionLink helps us more easily get OE parts at competitive pricing against aftermarket or salvage," Victory said.

"Genuine OE parts get delivered faster, and because they are higher quality parts the repairs go faster and smoother. This leads to drivers getting their cars back on time - or sooner. Installing more OE parts using CollisionLink truly impacts cycle-time, which improves customer satisfaction, which leads to increased revenue and profitability."

Impact of OE Parts

Leading the CollisionLink Implementation Team for OEConnection, John Haluch explained how the system works. "We've built automaker incentive pro-grams into CollisionLink. It takes just seconds for a shop to convert estimates to parts orders and send orders to their favorite dealers."

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Dealers instantly see the complete order which includes the non-OE parts and the OE equivalent parts designated by the automaker as having incentives."

Relationships Matter

Not everything in CollisionLink is automated, however. It is the salesperson who determines if and how much a part can be discounted based on their automaker incentive funds. They contact the shop to make the offer so shops make informed decisions to either purchase the OE parts or proceed to using aftermarket or salvage. "All this is done easily online, helping shops use more OE parts on repairs," Victory added.

Judd's dealers include Dan Pfeiffer Lincoln Mercury and Berger Chevrolet. Both participate in their automaker's marketing parts programs, and both reply quickly to Judd's CollisionLink orders with automaker program OE parts. Gerry Rozeboom, Berger's Parts Manager elaborates,

"These auto-maker programs have many names: Beat the Competition, Bump the Competition, Price Matching, Conquest, you name it. But they all do the same thing: help shops get OE parts at competitive pricing so they can improve their cycle time, speed repairs, and get drivers into good quality parts

With CollisionLink parts program alerts, we've eliminated looking up parts one-by-one to see if they qualify, and moved to responding quickly and easily online. Many of our shops even put their non-OE parts ordering on hold until they see what we can do for them."

From a shop's perspective, Joanne says it best with, "There are so many reasons to use CollisionLink. I get immediate onscreen notification of OE parts available at competitive pricing, we know they'll be available and delivered with no damage, and the overall time savings means we can fix more cars. All of this leads to improved cycle-time and improved profitability. That's a good thing!"

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