

DeFouw Collision Center saves time and boosts profitability with RepairLogic

RepairLogic helps the DeFouw team improve their research rate and repair consistency.



Located in Lafayette, Indiana, DeFouw Collision Center, a dealership collision center, employs a dedicated 28-person team and boasts 10 OEM certifications. The DeFouw team is led by Collision Center Manager, Jeff Snethen, who has 12 years at the dealership and nearly 30 years of collision industry experience.

Despite Collision Director Jeff Snethen's involvement in 20 groups and commitment to the principle of "research to learn and learn to research," Defouw Collision Center encountered some challenges in consistently implementing OEM research, primarily due to limitations with research tools on the market at the time. As a result, the center conducted thorough OEM research on less than half of their repair jobs, presenting an opportunity for improvement and to better align with the establishment's goal of making research a standard practice.

“It gives me a peace of mind that we’re fixing cars safely and properly.”

Challenges

DeFouw was using the OEM Tech Info Sites that were made available to them through OEM certifications as well as multiple procedure aggregators that covered the remaining OEMs. Each tool came with its own

issues. The Tech Info Sites were thorough and direct from the OEM but took roughly 90 minutes per job to use. The aggregators were simpler to use, but Jeff noticed that the procedures were sometimes incomplete and often out of date, calling reliability into question.

“I’m able to use my repair plan to validate my estimate and my estimate to validate my repair plan.”

Now for the Easy Part

Mike Anderson of Collision Advice introduced Jeff to RepairLogic during a 20 group meeting. Jeff was immediately blown away by its simplicity and saw the potential to increase DeFouw's revenue. DeFouw saw results right away. Since RepairLogic offers repair procedures directly from OEMs, Jeff never worried about its reliability, making the solution equally dependable as sourcing procedures straight from

“**The ease of building a repair plan and seeing how the car needed to be repaired properly really jumped off the page.**”

OEM sites. Likewise, the DeFouw team appreciates that RepairLogic is significantly faster. The 90 minutes the DeFouw team spent researching on Tech Info sites was cut in half with RepairLogic.

Single-Use Part Identification

Faster research was only the beginning. Jeff immediately realized that RepairLogic’s one-time use part identification tools could be a gold mine. DeFouw would previously catch some one-time use parts, but according to Jeff, they would typically “hit the big ones, but miss the small ones.” RepairLogic identifies all the “small ones” the estimating system misses. This not only makes the repairs safer, it also makes DeFouw more profitable. In fact, DeFouw has seen an increase in parts revenue of more than \$400/month as a result from RepairLogic’s one-time use part identification tools.

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Boosting Efficiency

Between making OEM research less of a hassle and enabling it to be a revenue generator (especially compared to time-consuming alternatives), RepairLogic has helped DeFouw increase their research rate from under 50% to over 80%! The increased research rate, along with the knowledge that all necessary single-use parts are being replaced, is having a profound impact on Jeff’s confidence in their repairs: “It gives me a peace of mind that we’re fixing cars safely and properly.”

“**RepairLogic gives us the tools to get what is important accomplished right.**”

In Summary

RepairLogic has helped DeFouw improve both repair quality and their bottom line. For these reasons, Jeff calls RepairLogic the most important software at DeFouw, stating “**we have a lot of subscriptions at the collision center, and this would be the last one I would give up.**”

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