Crafting a Collision Repair Powerhouse Through Process and Technology

Transitioning from relying on individual expertise to streamlined, repeatable processes is the key to increasing throughput, improving customer service, and positioning your shop for long-term growth.

Here are a few tips to help you transform your facility into a collision repair powerhouse using process & technology:

The New Customer Experience

Today's customers, influenced by Amazon, Netflix, and Walmart, expect more than just a quality repair—they demand an exceptional, seamless experience. In the collision repair industry, you're not just competing with the shop down the street, but also with global brands that excel at delivering top-notch customer service. For repair shops, meeting these high expectations is necessary for retaining and growing your customer base (and, in general, good practice for future growth and stability).

Collision repair customers expect:

- **Consistent repair updates:** Customers want immediate satisfaction, including timely status updates; when shops fail to communicate with customers, negativity and speculation impact the customer experience.
- **Seamless communication:** Customers expect communications to come across via their preferred channels like text, email, and chat for convenience and clarity.
- **Transparency in the process:** Communicating what to expect and what the process looks like will help customers feel confident that each step is an important part of the repair process.
- **Ongoing relationship:** Post-service follow-ups and long-term relationship-building are key to positive feedback and reviews & maintaining customer loyalty.

By implementing a **Customer Experience Checklist**, collision repair shops can help ensure customers have a positive, transparent experience from their first interaction through the post-repair follow-up, fostering loyalty and repeat business.

A Customer Experience Checklist could include:

- Awareness and Discovery
- Initial Contact
- Drop-off Experience
- During the Service
- Pick-up Experience
- Post-Service Follow-up
- Long-term Relationship Building
- Continuous Improvement

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Repair Processes: Technology & Precision

Vehicles feature more advanced technology, specialized steel, and new materials than ever before. For instance, while an F-35 fighter jet contains 25 million lines of code, the average modern car features over 150 million lines of code—much of it dedicated to in-car entertainment and safety features.

> More than **80% of new vehicles on the road now include Advanced Driver Assistance Systems (ADAS).** By 2025, it's expected that nearly every new vehicle model in North America will be ADAS-equipped.*

Along with ADAS, the market is seeing a surge of electric and hybrid vehicles from most manufacturers, both foreign and domestic. With this increasing vehicle complexity, precision and accuracy in the repair process are crucial to producing safe, quality repairs. A well-defined **Repair Process Checklist** will help ensure that no step is missed during a repair.

Repair Process Checklist Example
Key stages include:

- Vehicle Intake & Inspection
- Disassembly, Repair Planning, and Damage Assessment
- Parts Ordering
- Repair & Replacement
- Paint & Refinishing
- Reassembly
- Final Inspection & Quality Control
- Customer Communication & Pickup Scheduling
- Vehicle Delivery & Follow-Up
- Post-Repair Processes

Leveraging Technology: Tools for Success

Staying competitive in the collision repair industry means embracing the right technology to streamline processes, reduce approval times, and increase profitability.

One of the obstacles shops often encounter is the growing demand for precision in repair planning. Relying on outdated or manual methods often leads to missed steps, slower approvals, and inaccurate repairs. Repairers should consider adopting software solutions, like **RepairLogic,**

*Collision Repair 20#4 – Collision Repair Magazine

to provide quick access to the latest OEM procedures and a clear, visual repair guide. For collision repair shops looking to improve their workflow and accuracy, digital tools like this help ensure that no steps are missed.

Another common challenge collision repair shops face occurs during the damage assessment process. Even the most experienced blueprinters struggle with writing complete, accurate damage assessments. When essential repairs are overlooked in the damage assessment, it can lead to supplements—a frustrating scenario for both repairers and insurers—or worse, not getting paid for all of the work performed. This is where solutions, like **EstimateIQ,** can be a significant time-saver.

EstimateIQ helps identify commonly missed line items, generating additional revenue with minimal time investment. For example, **EstimateIQ adds an average of $115 per estimate, resulting in additional monthly revenue of $4,000.** By utilizing part code tables within the estimating system, the platform helps ensure that lines are placed in the relevant sections of the estimate. As a result, users can make hundreds of dollars on average for every estimate processed with the tool.

Electric Vehicles: Repairs & Safety Concerns

As the number of EVs on the road continues to rise, repair shops face new challenges and risks that must be carefully managed. EV batteries, in particular, present unique dangers, such as the risk of combustion or electrical fires. Handling EVs in your shop requires specialized training and safety protocols like knowing where high-voltage components are located, the dangers of regenerative braking systems, what PPE is required, the one-hand rule, and much more. These processes help ensure the safety of technicians, front-of-house staff, customers, and anyone else present in a facility where EVs are handled.

In addition to the physical risks, the increasing complexity of EV systems requires repairers to have a deep understanding of the technology and tools necessary to perform accurate, safe repairs. Without the right knowledge and resources, shops risk undetected damage or improper handling, which could result in serious safety issues or liability concerns.

With EV market adoption expected to reach 40% by 2030, now is the time for repair facilities to assess their readiness for this shift. Ensuring compliance with OEM safety guidelines, equipping staff with up-to-date training, and implementing consistent, safety-first processes are essential

for handling these vehicles responsibly and maintaining business competitiveness in an evolving industry. Investing in the right tools and training, like the OEC **Electric Vehicle Handling Qualified (EVHQ)** program, will not only protect your team and customers, but also position your shop to meet the growing demand for EV repair.

Building Your Powerhouse

To become a leading force in the collision repair industry, shops need to balance customer-centric service with precise, technology-driven processes. Meeting modern customer expectations requires seamless communication across multiple channels and providing real-time transparency throughout the repair journey. Offering timely updates and personalized service can foster loyalty and create long-term relationships.

At the same time, the increasing complexity of vehicle technology—particularly with the rise of ADAS and electric vehicles—demands a well-defined, repeatable repair process. Leveraging the right tools, such as software for OEM procedure access, enables shops to reduce errors, speed up approvals, and ensure accurate repairs. This commitment to precision, combined with the necessary training for handling advanced vehicle systems, promotes safety and sets repair facilities up for success in a highly competitive market.

By prioritizing customer experience, investing in parts and repair technology, and refining repair processes, shops can transform into efficient, high-performing collision powerhouses ready to thrive in the collision-repair landscape.

Questions?

Scan the QR Code or click **here** to learn more or to speak with an expert about OEC Collision Shop Solutions.