

OEC EXPERT INSIGHTS

# Collision Industry Insights: Q&A with Collision Industry Expert Jason Shank



With over two decades of experience at independent shops, luxury-brand dealership networks, and OEM-certified centers, OEC Quality Coach Jason Shank brings real-world expertise to every shop he visits. His adaptable, tailored approach helps collision centers of all sizes identify blind spots, improve operational efficiency, and keep pace with evolving industry standards.

## What's your background in the collision repair industry and how did you get started?

I started in the collision repair world in the late '90s as a parts manager for an independent shop. From there, I worked my way up, first as an estimator, then into service roles. Eventually, I transitioned into the dealership space, spending 14 years at a high-end BMW-focused dealership, where I served as service manager before taking over the collision center. That experience gave me a deep understanding of both independent and dealership operations, from parts management to frontline service. I've now been with OEC (formerly SCI) for nearly a decade. Throughout that time, I've remained focused on coaching that supports shops both on the ground and behind the scenes.

## What certifications or specialized experience do you bring to your role as a coach?

I've managed certified BMW and Volkswagen collision centers, and before that, I was certified myself as a service manager for both brands. I've seen certification from both sides, being audited and acting as an auditor. That perspective helps me connect with shops and guide them through the standards they need to meet. I also helped create and teach training programs for manufacturers like Porsche and Mercedes, which focus on the practical implementation of repair planning and evolving technologies like ADAS.

## How has your hands-on experience shaped your coaching style?

I always customize my coaching to the shop I'm working with. A 100,000-square-foot facility in the South needs a different approach than a tight urban shop in New York City. Over the years, I've learned that one-size-fits-all doesn't work in this industry. My goal is always to meet shops where they are and try to understand their space, their resources, and their pain points, and then build solutions that actually work for them.

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## What are some of the biggest challenges shops face today?

The biggest issue I see (regardless of shop size) is inefficient repair planning. A lot of managers think they have a solid process in place, but they're missing important steps. I recently worked with a shop manager who's been in the business 25 years. He was confident in his system... until a quick review scored them a 29 out of 100. These kinds of gaps are common, but they're also fixable.

Another challenge is the lack of written SOPs. About 80-90% of the shops I visit don't have any documented processes. Everything is handled case

by case, which makes consistency nearly impossible, especially when trying to scale or onboard new team members.

### How do you help shops build longer-lasting improvements?

We focus on sustainable change. That means creating SOPs, establishing checklists, and identifying 2-3 high-impact goals per quarter. I'm not just there to point out what's broken; I'm there to help implement systems that stick. Whether that means helping shops integrate OEC tools like RepairLogic and EstimateIQ, or walking through ADAS protocols and repair procedures, it's about building confidence and capability step by step.

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### Can you share an example of a shop that saw measurable improvements?

One shop I've worked closely with in the Orlando area started by seeking guidance on OEM certification. I helped them get on the right programs, walked them through the steps, and supported their internal process development along the way. Over time, they've implemented stronger repair planning practices, improved their documentation process, and made noticeable improvements in shop efficiency and overall compliance with OEM standards.

### How do you keep shop managers and techs engaged during coaching?

I focus on what matters to them. When a shop has 20 things that could be improved, you can't hit them all at once. I help them prioritize: What's going to make

the biggest difference now? Then we build from there. Over time, that approach keeps the momentum going without overwhelming the team.

### What does success look like after a coaching engagement?

The clearest indicator is usually dollars per estimate. When a shop moves from \$2,800 to \$5,200 per RO by improving their repair planning and utilizing tools like RepairLogic, that's immediate ROI. But beyond the numbers, I look for improved consistency, better documentation, and higher-quality repairs with less rework.

### What's one trend you think shops should be preparing for?

ADAS is huge, and it's not going away. Shops need to understand that if they're removing a bumper, they're dealing with sensors, period. Materials are another major shift. The days of always pulling and straightening metal are gone. More cars use bonded components now, and that changes how we approach repairability. Shops that adapt to these shifts through process improvement, tooling, and training are the ones that will stay ahead.

### What's your advice to a shop that's hesitant to bring in a coach?

Most owners and managers are already overwhelmed by the day-to-day. They don't have time to step back and fix the very systems that are causing stress. Coaching gives them that breathing room. It's not about replacing their authority—it's about giving them the support and structure to improve their business long-term.

## Meet the Expert

**Jason Shank** brings more than two decades of experience in the automotive industry, including leadership roles in both independent and certified dealership environments. His background spans estimating, service management, and running OEM-certified collision centers. At OEC, he combines deep technical knowledge with a practical, shop-friendly coaching style. Jason has also helped develop OEM training programs and specializes in making complex repair processes easier to implement.

