

## To every collision shop in the industry,

For the past 30 years I've worked in the collision industry, I, like many of you, have experienced a lot of change. Anyone remember writing estimates by hand using the Mitchell guidebooks and referring to the "P page" logics? Manually calculating paint materials? How about trying to write an estimate with one of those Audatex car sheets where we had to use some nonsensical codes to describe the operation? If you'd told me in 1988 that you'd be able to use your phone, take a picture and spit out an estimate **I'd tell you you've lost your mind**. Or that cars will run on batteries much less start driving themselves. You get the idea. Besides dating myself, the point is, a lot has happened in the last 30 years since I wrote my first estimate.

Over this time, I've had the good fortune of working for or with almost all the major stakeholders in our collision industry including body shops, insurers, paint companies, third party claims administrators and even an estimating company. Throughout my entire career one thing has never changed; **body shops are the epicenter of the collision industry**. Period full stop. I've always admired body shops for being able to take it from all angles so to speak – the owner, the insured, the OEM, the government (don't make me go there) and oh yeah, running a profitable business.

Truth be told, I am a recovering insurance adjuster. My name is Bill Lopez and I have been clean for 22 years. I've learned a ton, met a lot of great people, I just like to have fun with that. After all who would have thought, except for maybe my mom, I'd be working for a software company whose sole purpose it to help dealers sell more OEM parts while making it as easy as possible for you to buy them.

What worked really well for me back in the day of writing estimates (recovered thefts by the way are the worst – total nightmare – everybody thinks it's time to get the new paint job or brand new stereo or even engine) was walking into shops and recognizing that I knew nothing about repairing cars, and you did. **I was not about to tell you how to fix the car**. I did know enough to ask questions and trust you. Through the years I learned a lot, got burned once or twice, but bottom line, I know I had to establish a relationship and listen.

Who would have imagined those listening skills would come in handy all these years later. I hope my wife doesn't get a hold of this letter. I bring this up (the listening skills that is not my wife), because this is exactly what we've tried to do this past year. Maybe it's more accurate to say be better listeners. We knew if we were going to make any changes, we needed your input – and a lot of it. In 2019, we spent over 578 hours (that's like watching *Talladega Nights* 390 times) surveying, holding focus groups, and researching what collision shops, like yours, want and need out of a parts ordering system.

Your input really helped, so if you are a CollisionLink Shop user, **I want to personally thank you**. Your voice didn't fall on deaf ears, and now, based on all the feedback we received, we now have a vision to make 2020 and beyond easier for you do your job. I'm excited to introduce **Collision Vision**, our initiative to make the tool you use all the time – CollisionLink Shop – better than ever. We have quite a few enhancements in the works so stay tuned for some exciting new features. Here are a few highlights of what's to come.

### Enhance

Coming early this year your ordering experience will improve. You'll see OEM promotional part prices, upfront, inside CollisionLink Shop. No need to go back and forth with your dealer on pricing for certain parts – you'll see parts pricing immediately.

### Differentiate

Later in the year, we're really stepping it up. This includes flagging parts you add to your estimate that do not fit the VIN of the vehicle you're working on, which prevents you from ordering the wrong part.

CollisionLink will also help you save time by sending you notifications of parts not in stock. We will also provide you, and this is a big one, complete OEM catalog access. See the parts you need, with accurate data only the OEMs – and CollisionLink Shop – can give you.

### Lead

Next year, CollisionLink Shop will undoubtedly be your go-to source. These plans are under wraps, but I can confidently say these plans will be unprecedented in the industry.



*CollisionLink Shop  
Enhancements*

I know you work incredibly hard for every customer you serve. I can positively say for 2020 and beyond, it's not just business as usual for CollisionLink Shop, and we're working hard for every customer we serve. Join our journey at [OECconnection.com/CollisionVision](https://OECconnection.com/CollisionVision).

### Thanks,

Bill Lopez and the CollisionLink team

P.S. We want you along for this ride, so please join us on our journey at [OECconnection.com/CollisionVision](https://OECconnection.com/CollisionVision). We want you to be involved because these are all for you and your business. And as a thank you, we may even include you and your business in our ads!