

## Set Up for Success

CollisionLink helps to improve service levels and drive incremental OEM parts usage with your customers.

To maximize the benefits of CollisionLink we recommend:

### Set Expectations Up Front

- Let your Shops know what they should expect from you – response times, continuity of counter people and maintaining service levels
- The relationship the Shop has built with you will still exist
- Using OEM parts instead of aftermarket parts mean increased order accuracy, reduced cycle times and improved customer experience

### Quick Response Times Make a Difference

- Develop confidence with your Shops by being responsive to orders. Be consistent and understand it may take a few orders for them to be comfortable not calling
- Acknowledge an order within 15 minutes, and call the Shop within 30 minutes to validate availability and provide quote
- Text and e-mail notifications are available to you and your team to ensure a quick response. Shops also have email notifications available, keeping communication quick and easy

### Talk to Your Shops about the Value of OE Parts

- OEM parts improves the cycle time for a Shop which is a key insurance metric and reduces repair time, improving customer satisfaction
- Motivate with special pricing you can offer through CollisionLink vs. focusing on online ordering

### Over-Service Shops New to CollisionLink

- Building trust is an important key to success with Shops new to CollisionLink.
- Go beyond when handling the first few orders. Increase your Shops confidence and reinforce that their level of service from you will only improve with using CollisionLink. Follow these four guidelines:
  1. Quick response time
  2. Follow-up with a phone call confirming the order
  3. Quote against all non-OEM parts on the estimate
  4. Provide a timeline for availability

