



Set Up for Success: Dealer Best Practices on Mercedes-Benz Collision Conquest Program

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 respond to the shop within 30 minutes to validate availability and provide quote all within the CollisionLink platform.
- Text and email 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 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