



 **SCLERA** | Audatex
Vehicle Claims

**Case study:
Master Cars,
saving valuable
time on every job
with Audatex**

The challenge

With over 90 vehicles coming into Master Cars' site every week, a daily challenge for the team was to find new ways of working to create efficiencies and time savings on each job, whilst completing every repair to the highest standards.

Master Cars has always prided itself on being very 'hands on' in ensuring all repairs, regardless of size, were completed to a gold standard, with those who were repairing vehicles feeding progress directly back to the customer, helping to achieve an overall high level of service.

Although this welcoming, thorough approach from customer service-focused staff helps in getting the customer 'on-side' from the moment they enter the bodyshop, Master Cars was conscious that it could do even more to provide a superior service, through the reduction of key-to-key times.

"With over 90 vehicles arriving on site every week, including many in the de-fleet process, we couldn't provide the high level of repair and service without relying on the Audatex systems at every stage; we would be lost without the system."

Ian Sykes
Master Cars Bodyshop Manager

The solution

Working with Audatex since 2002, utilising Audatex's AEG software has enabled Master Cars to streamline internal processes, saving valuable time on every job. All data and background information for every repair is centrally-housed on one portal, making the process of damage assessment seamless. With regular data updates being released for AEG, Master Cars always has access to the latest, highly accurate vehicle data that covers 98% of vehicles on the road today; helping to generate accurate and consistent damage assessments.



About Master Cars

Founded in 1991, Master Cars Ltd (Master Cars) is a privately-owned accident repair company, located in Birstall, West Yorkshire, close to J27 of the M62. Owned by Michael Fell and managed by experienced Bodyshop Manager, Ian Sykes, Master Cars has extensive experience of the UK vehicle repair industry.

Its specialist team of dedicated technicians ensures that vehicles are repaired and returned to customers in the shortest time possible, without compromising on quality.

Thanks to the seamless integration of Audatex's Vehicle Health Check 2 (VHC2) solution with AEG, Master Cars' repairers can quickly export postaccident diagnostic reports, on all of the vehicle's electronic systems, to the damage assessment in AEG, in a couple of clicks. Without having to email these reports as attachments, efficiency is further improved, ultimately reducing key-to-key times. Master Cars has also consistently attended Audatex's training courses to educate its Vehicle Damage Assessors (VDA's) through on-the-job and theory-based learning. This ensures they maximise the efficiency of AEG, turning this into real-world benefits for the customer. It is this commitment to staff training that has increasingly motivated the Master Cars team, fostering increased staff loyalty. This has, in turn, encouraged a younger generation of talent to join Master Cars, which has recently recruited a 16-year-old apprentice into the business, while another has been introduced from local schools. This demonstrates the business' investment in the local community and commitment to develop the next generation of repairers.

Implementing Audatex's solutions has provided significant efficiency benefits for Master Cars:

- Increased overall efficiency when processing the high volume of estimates that are received every week
- Quicker pre-population of jobs through AEG integration, allowing work to be started quicker
- Increased customer satisfaction levels through reduced key-to-key times
- Overall bodyshop efficiency now at 137%
- Reduced double keying of data

"Typically, you have to delve deep under the bonnet of a vehicle to provide a right first-time estimate for the customer, although in some cases, problems only become visible once the repair has started. With AEG, we have significantly reduced this issue, avoiding the need to prolong key-to-key times through re-assessments. Audatex makes the entire Master Cars team more efficient, saving them valuable time, which can be spent on ensuring repairs are carried out to the highest standard possible."

Ian Sykes
Master Cars Bodyshop Manager





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