



Case study: Summers Motors streamlines estimating processes with Audatex

The challenge

Reducing key-to-key repair times, cutting unnecessary costs and improving workplace efficiencies are just some of the challenges that Summers Motors wanted to address within its repair and management processes. Traditional, manual estimates hindered the growth of the repair centre with hours being wasted on estimators having to find, order and chase parts for the repair. The vehicle repair industry has also seen unprecedented change over the past decade, with technology impacting every step of the repair, business management and customer engagement processes. From initial claim to final settlement, bodyshops and repair centres have seen their processes shift from being predominantly manual to fully automated, and Summers Motors strived to be one of the first repair centres to embrace this technological change.

The solution

Summers Motors started its relationship with Audatex back in 1995, when Director, Martyn Summers, attended his first Audatex Certification course. Martyn to this day, still regularly attends the Vehicle Manufacturer specific and Audatex certification courses, keeping Audatex trainers on their toes with Martyn's knowledge of Audatex Enterprise Gold (AEG). The repair centre has grown up with Audatex and is one of its longest-standing customers. Implementing and operating AEG has allowed Summers Motors to streamline its estimating and repair process, improve workflow and increase productivity:

Automated part's selection and ordering saves estimators valuable time on every assessment. Using the cap hpi valuation feature, introduced in the 4.0 AEG update, also saves Summers time and money by helping identify a potential total loss much earlier in the repair process, by identifying when the repair cost is approaching the value of the vehicle. Working with a credible solution like AEG also allows Summers Motors to provide customers with a copy of the estimate. The estimate is easy to understand and give reassurance on how the price of the repair has been reached. Summers is also a daily user of Audatex Invoice, which removes manual steps from the labour-intensive invoicing process, whilst at the same time allowing Summers to track the progress and status of payments giving greater visibility for all parties involved.

“We’ve been dealing with Audatex since 1995, if Audatex wasn’t good we wouldn’t still be dealing with them 23 years later.”

Martyn Summers
Director of Summers Motors



summers

About Summers Motors

Summers Accident Repair Centre is a long established, family run business that has operated from the same site since 1946.

It prides itself on treating each customer as if they are a member of the family, with a superior level of service and a focus on putting the customers at the heart of everything they do. Brand image and reputation are extremely important to the business, and it makes sure to run efficient internal processes that deliver a superior service to maintain customer loyalty and support its team.

Working relationships are also key to Summers Accident Repair Centre success, they are one of the longest standing Volkswagen Group approved bodyshops and continually strive to be the number 1 site for customer satisfaction in the group.

The results

Summers have achieved huge success recently by embracing new technologies not only on the shop floor. Ian Summers, Company Director, has been leading the way promoting their driving principals, customer ethos and superior service to the industry and customers, through traditional marketing channels as well as embracing social media. Gaining great coverage and receiving well deserved recognition from the industry.

Through the long-standing relationship with Summers Motors, Audatex enables Summers to streamline its bodyshop estimating process and improve the performance of its functions that are required by a modern bodyshop.

Some of the key benefits of implementing Audatex include:

- Reduced key-to-key times and major savings on efficiency within the repair centres processes
- Increased customer transparency and credibility on repairs
- More control over costs due to improved parts management
- Better measurement of the repair centres KPI's to deliver high performing results
- Automated estimates helping to speed up processes and deliver right first-time estimates

“For us it’s all about working relationships; manufacturer approved for 30 years, paint 40 years, local dealers over 30 years, average years of staff service is 16 years. Relationships and customer service is king, Audatex is another long standing partner who deliver a vital service to our business.”

Ian Summers
Company Director of Summers Motors





For more information

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or call

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