



Bob Sight Ford Selects Audatex as the Platform of Choice for Fast, Efficient Estimating

Bob Sight Ford

Based in Lee's Summit, Mo., Bob Sight Ford serves the greater Kansas City area with a full spectrum of automobile dealership services, including collision repair. Audatex technology has been helping the top-rated dealership and its highly successful auto body shop expedite estimating processes since 1997.

Industry

Collision Repair

Products

Audatex Estimating™, Audatex Shoplink®



Bob Sight Ford

At a time when the U.S. automotive industry has experienced great challenges, Bob Sight Ford in Lee's Summit, Mo. has remained strong. A family owned and operated business, it serves the greater Kansas City area with a full spectrum of automobile dealership services. From new and used car sales, to service, parts, detailing and collision repair, the company takes pride in its breadth of offerings as well as its commitment to customer satisfaction. The Bob Sight name has been associated with the car business since 1923, consistently earning recognition as one of the region's top-rated dealerships.

One reason for this success is the bustling Bob Sight Ford collision repair center, which services all makes and models of vehicles. According to Chris Norris, collision center manager, the shop has tripled in size in terms of both staff and revenues since he joined the company in 1997.

Challenge

Although collision repair makes for a complex process, Norris credits much of the shop's success to the company's owners, who have always given his team the latitude to run the business on its own terms. That latitude has resulted in a collision repair operation capable of serving a wide variety of clients, including the local Dodge, Nissan and Chevrolet dealerships, which do not maintain their own dealership-based body shops.

Earning repeat business from these and other regional customers is critical to Bob Sight Ford, making a focus on quality a top priority. The shop relies upon highly skilled technicians, along with the best equipment available, to deliver the level of workmanship that customers have come to expect.

The company's leadership also strongly believes in the importance of running an efficient and productive operation to keep costs down. To expedite internal processes and improve communication, the Bob Sight Ford staff has employed an array of business management systems and estimating applications over the years. When Norris joined the team, he was happy to see this technology in place. Nevertheless, he immediately recommended a move to the Audatex Shoplink estimating platform to gain a better competitive edge.

"I had used Shoplink at my prior shop, and I knew that it could make a big difference at Bob Sight Ford," says Norris. "With so much business coming in the door, we needed a more user-friendly way to get our estimates done and in the adjusters' hands as quickly as possible."

"Our estimators can use any system they choose...but most prefer to write their estimates to Audatex. It simply allows you to write a faster estimate."

Chris Norris, Manager, Bob Sight Ford

Audatex Solution

Although a previous estimating system remained available in the shop to support an insurer's direct repair program (DRP), the staff quickly came to appreciate the speed and ease of use afforded by the Audatex solution. Since that time, the dealership has transitioned to the next-generation Audatex Estimating system, which enables the entire claims community, including collision repair professionals, insurers and even recyclers and independent appraisers, to collaborate using a single platform. Moreover, Audatex Estimating includes 3D Intelligent Graphics, a quantum leap for "smart" estimatics and an exclusive feature available only from Audatex.

Upon installation, the Bob Sight Ford team found the Audatex Estimating software so intuitive that they did not even require training, instead opting to learn the nuances of the system on-the-fly, during working hours. When any questions arise, they have found the Audatex tech support group to be highly responsive.

Today, with 90 percent of its business coming from insurance referrals, Bob Sight Ford continues to maintain a number of name brand estimating systems for DRP purposes. Yet according to Norris, Audatex remains the first platform of choice for his estimators.

"For off-the-street customers—meaning those not sent here by an insurance company—our estimators can use any system they choose, and we have several in place. But most prefer to write their estimates to Audatex. It simply allows you to write a faster estimate," says Norris.

Results

While speed is extremely important, accuracy is also critical when it comes to estimating the costs and requirements of a collision repair job. If processes are omitted, if labor is miscalculated, if part prices are wrong—nobody succeeds. Not the shop, not the consumer and not the insurer. Along these lines, Bob Sight Ford relies upon the intelligent Audatex Collision Estimating Database to ensure estimating accuracy. Widely recognized as the most comprehensive repository of collision repair data in the world, it accounts for some four million parts and delivers timely information on pricing, labor and refinish times.

Having access to this massive data repository via Audatex Estimating software is a key differentiator for businesses such as Bob Sight Ford. It improves the likelihood that estimates will be done right the first time, which drives savings in both time and money for the shop, its partners and customers. It's a business model and best-practices approach with staying power.

"In my 13 years at Bob Sight Ford, I have seen Audatex become integral to our collision repair operations, helping our shop run smoothly and contributing to our continued growth and success. It truly is our top choice for fast and efficient estimating," Norris says.



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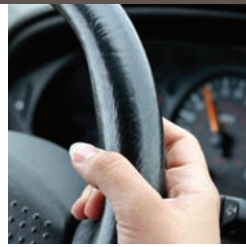
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