



Industry Discussions Committee

August 2004

Chicago, IL



Industry Discussions Committee Co-Chairs

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Industry Discussions Committee Members

- Charlie Baker, Collision Repair Insight
- Stacy Bartnik, Carter & Carter
- Kent Carlson, Collision Resources
- Chris Dameron, True2Form Collision
- Tim Dawe, Dupont
- Rod Enlow, USAA
- Glenn Funk, Enterprise Logistics



Industry Discussions Committee Members

- Jerry Harn, Harn Consulting
- David Horrocks, B H
Automotive
- Dennis Kennealy, Master
Collision Group
- Scott Kidd, Injury Sciences
- Keith Manich, Intertek ETL Entela
- Kevin Mehoke, Car Care Collision
- Rick Tuuri, ICAR



Industry Discussions Committee Members

- Tony Passwater, AEII
- John McKnight, Thoroughbred Collision
- Tom Moreland, Akzo Nobel
- Dan Risley, SCRS
- Bob Smith, Storm Appraisal
- Chuck Sulkala, Acme Body&Paint
- Chad Sulkala, Acme Body&Paint



Industry Discussions Mission

To deliver a
thought provoking and topical
educational program.



Industry Discussions 2004 Topics

- June – Repairability - done in conjunction with the OEM Committee
- November – Repair vs Replace



Key Performance Indicators and *How to Hit the Mark*





Our Goal

- Discuss the variety of Key Performance Indicators (KPI's) used by insurance companies for collision repair facilities.
- Gain clarity on;
 - What they are,
 - How are they created?
 - How are they achieved?
 - How we can work together to control cost?
- Form an inter-industry task force to continue working on this subject. (January planning meeting)



Our Goal continued....

**Discuss these issues openly
honestly and with respect**



Compelling Questions !

- When both insurers and repairers better understand the rules of the game (KPI's) *Can we improve the working relationship between Insurer and the Collision Repairer?*
- Once KPI's are clear, how do we work together to **Hit the Mark?**



What we have here is a failure to.....?

- Insurers speak Portuguese...
....Collision Repairers speak French...
- Misunderstanding breeds Distrust
- ***The level of success for any organization or relationship can be directly tied to their ability to communicate information accurately, honestly, and in a timely fashion***



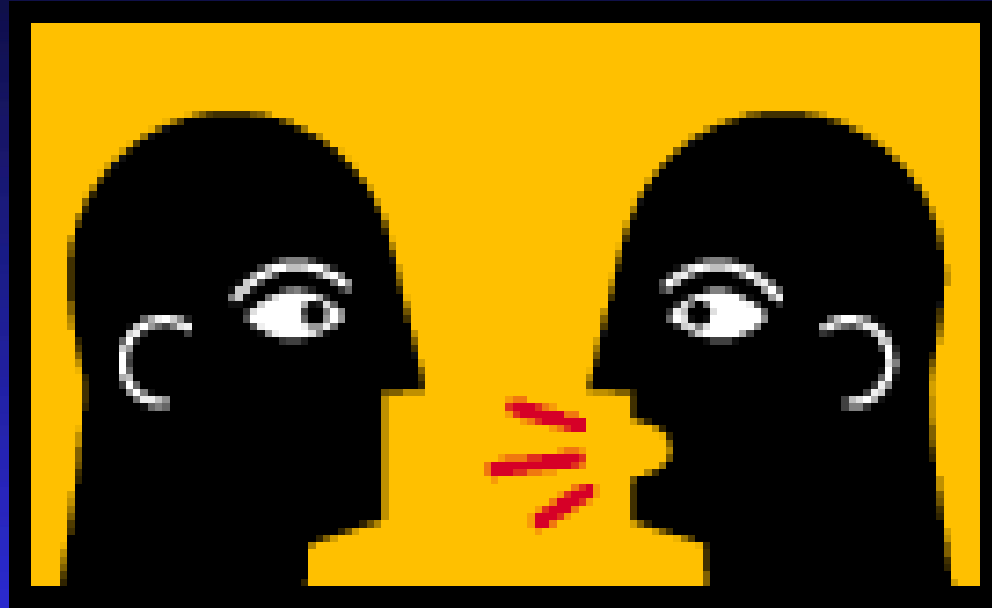
**Are you ever
confused by
signs that
you think
you already
understand?**

Performance Objectives

(Auto Physical Damage)

- Vehicle repair severity
- Loss of use expense
- Loss adjustment expense - LAE
- Quality repair
- Liability
- Customer Service = Customer Retention
- Market Coverage

All this leads to



The Dreaded Quarterly Meeting !!



**How do you prepare for what
can often be a painful
experience?**



OK, I'm prepared...

- I'm in my element....
- I know what to expect...
- I have all the information I need...
- I have paid attention to the signs...
- I'm BIG , I'm STRONG, I'm in CONTROL!!

WATCH
FOR
ICE





We are going to discuss these questions and more

- What are the KPI's insurers are focused on today?
- How are they measured?
- How often do priorities shift?
- How is this communicated?
- How do we work together to control cost while remaining profitable?



Our Panelists

- George Avery – State Farm
 - ◆ Auto Estimatics Consultant
- Tony Passwater – President - AEII
- Pete Tagliapietra – NuGen I.T.
 - ◆ Business Development
- Barry Dorn – Dorn Body and Paint



**Key Performance Indicators
and
*How to Hit the Mark***



So where do we go from here?

Does this issue need more discussion?

**By working together can we bring
clarity to the issue and the industry?**



Sometimes
all it takes is
being aligned
on a common
goal to
achieve
extraordinary
results

Are we Aligned?

- Think of a number from 1 to 10
- Multiply that number by 9
- If the number is a 2-digit number, add the digits together
- Now subtract 5
- Determine which letter in the alphabet corresponds to the number you ended up with (example: 1=a, 2=b, 3=c, etc.)
- Think of a country in Europe that starts with that letter

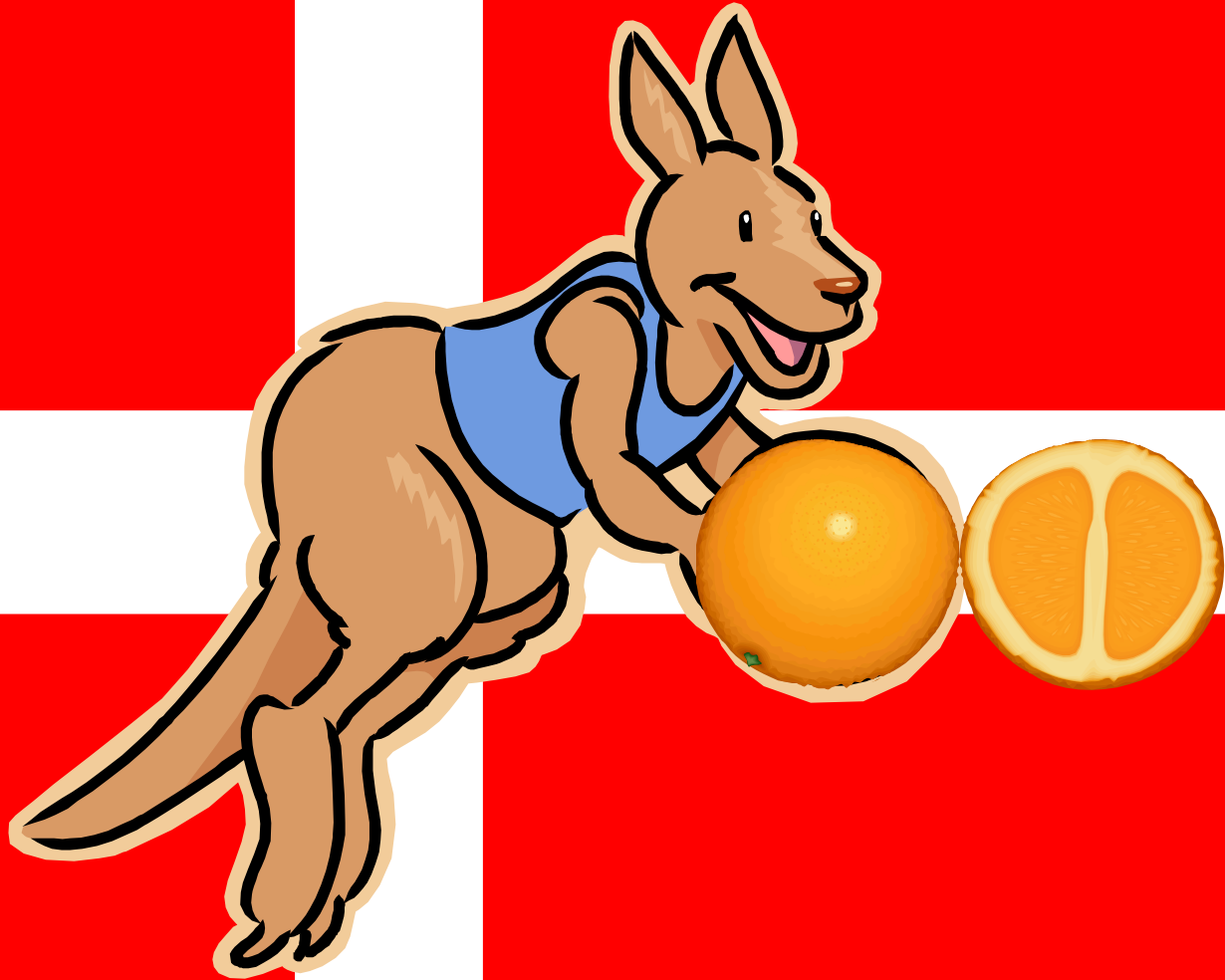




Are we Aligned?

- Remember the last letter of the name of that country
- Think of the name of an animal that starts with that letter
- Remember the last letter in the name of that animal
- Think of the name of a fruit that starts with that letter
- **Are you thinking of a.....**

Denmark



Kangaroo with an Orange in Denmark



Industry Discussions

Thank you for your time and participation!

