



# Marketing Committee 2015

Research Findings  
Atlanta — April 2015

# Volunteers

- Arash Ateshkadi
- Cory Balsitis
- Guy Bargnes
- Chris Brandl
- Janet Chaney
- Jordan Hendler
- Kyle Holt
- Fred Iantorno
- Kevork Kahwajian
- Gary Ledoux
- Krista McNamara
- Lisa Siembab
- Brandon Thomas
- Jeff Wildman
- Mike Willins
- Greg Ziegler



# Subcommittee Members

- Guy Bargnes
- Chris Brandl
- Janet Chaney
- Jordan Hendler
- Fred Iantorno
- Krista McNamara
- Lisa Siembab
- Mike Willins



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# Committee Mission

To identify:

- What drives CIC attendance
- Meeting strengths and weaknesses
- Industry interests

Goals:

- Improve attendance by creating greater meeting value
- Give committee feedback to help deliver better content
- Understand how CIC format can be improved for optimum impact to attendees, industry



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# Survey Deployment

- 159 respondents
- Sent via email to CIC attendees
- Pushed through industry media, including:
  - ABRN
  - CollisionWeek
  - Body Shop Business
  - Repairer Driven News
  - Autobody News
- Promoted on social media



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# Survey Methodology

Presented by:  
Chris Brandl

# Survey Methodology

- Mix of qualitative vs. quantitative
  - Achieve balance between statistical measurement vs. observation and description
  - Use of open-ended questions to evoke raw emotion



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# Using the Data

- Content analysis and constant comparison
  - Inclusive vs. exclusive
  - Develop a hypothesis
  - Categorize the comments into 5 subsections based on keywords
  - Use of word clouds



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# Developing the Categories

OEMs

Shop  
Management

Industry  
Trends

Technical/T  
echnology

Insurer  
Relations

## Keywords

Certification

Parts

Technology

Repair  
procedures

## Keywords

Business  
growth

SOPs

Marketing

Customer  
retention

## Keywords

Recruitment

Supply chain

Regulatory

Staffing

## Keywords

New  
technology

Equipment

Telematics

Training

## Keywords

Steering

DRPs

Customers

Communicatio  
n

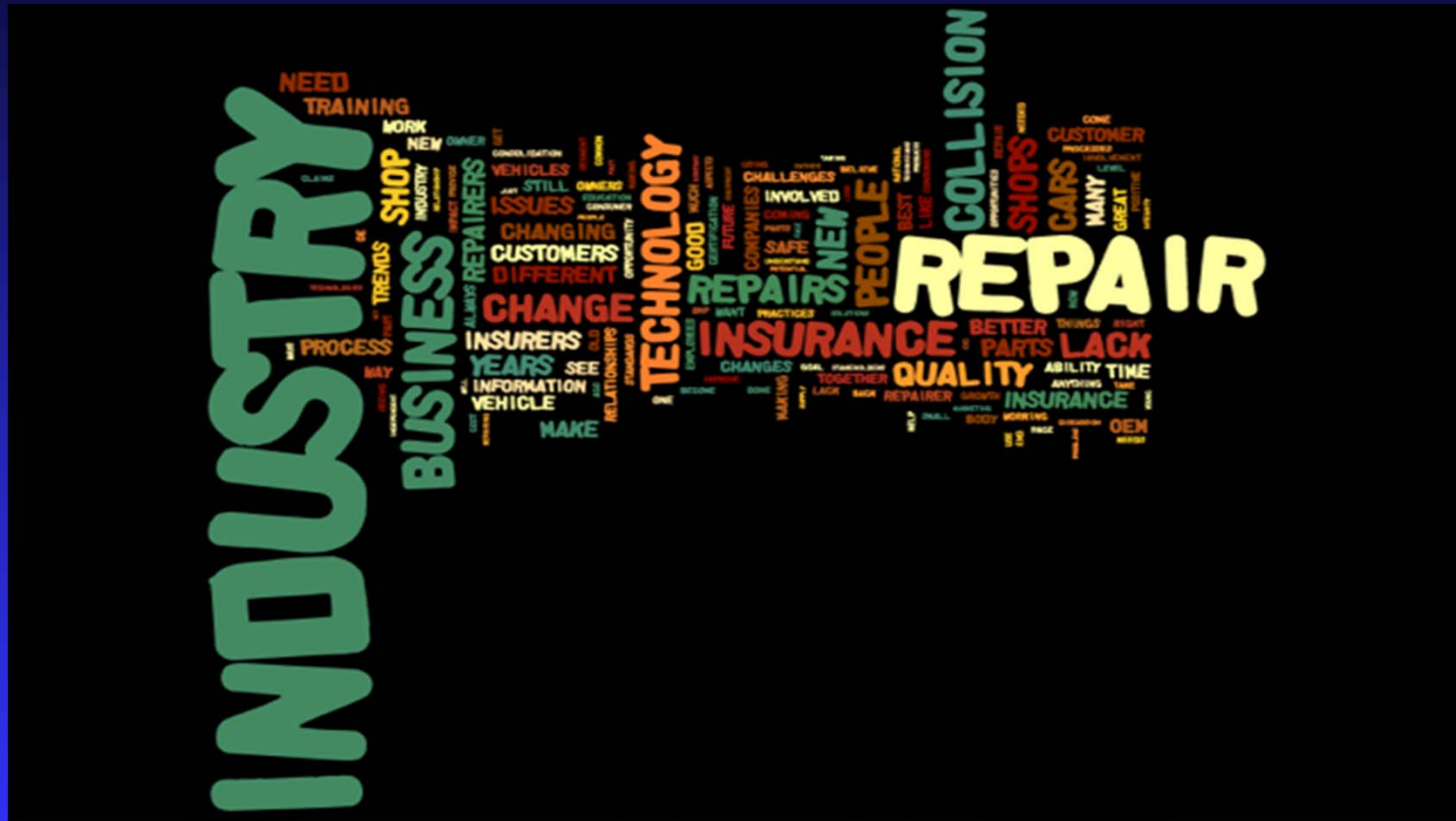


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# Word Clouds



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# Traps to Avoid

- Avoid thinking we know best
- Use fact and trending topics to establish the agenda
  - Avoid being myopic



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# Potential Survey Bias

- 60% of respondents fit into repairer or supplier
- 83% of respondents fall outside of Training, IT and Finance
- 70% of respondents attend CIC regularly



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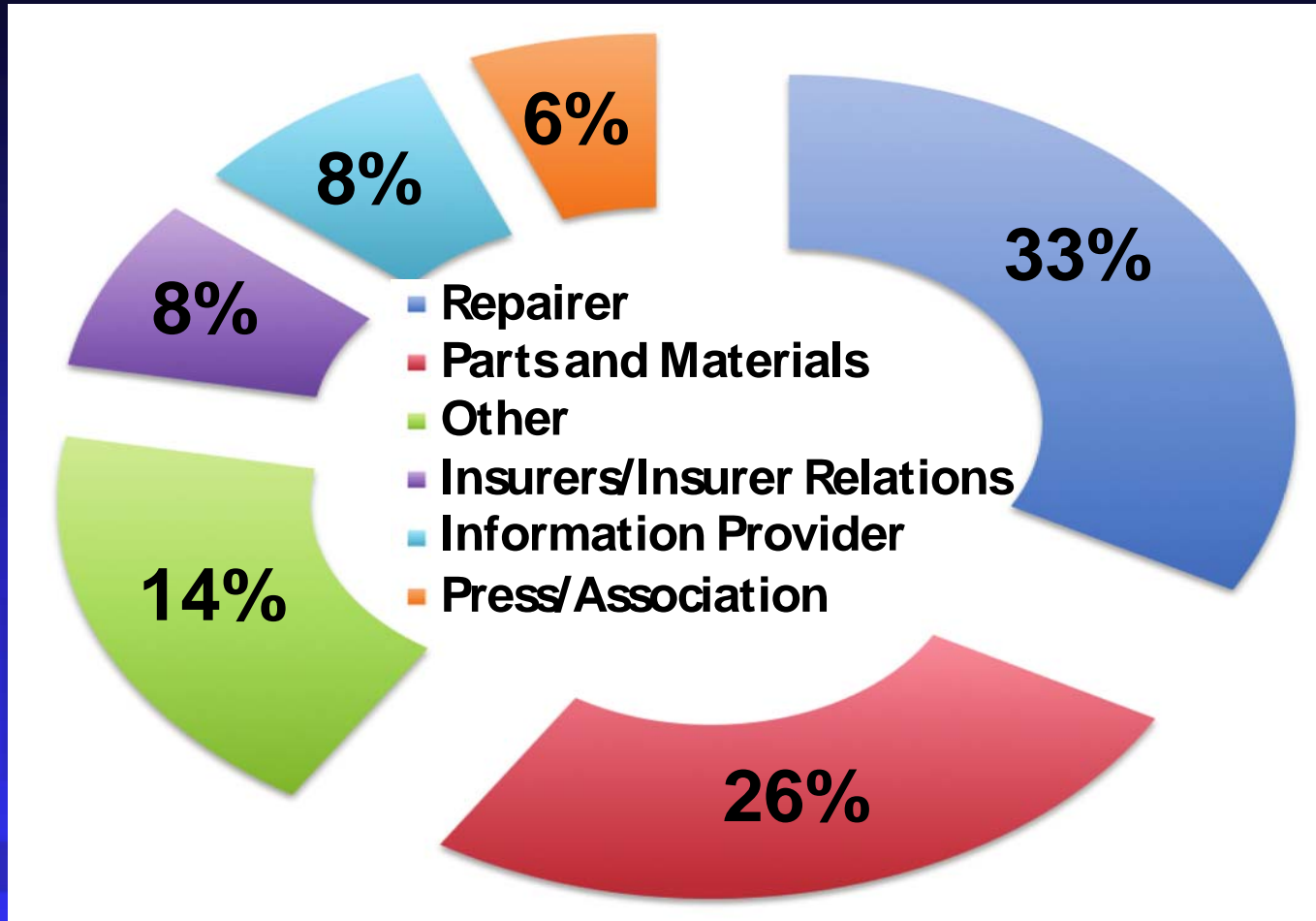
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# Survey Results

Presented by:  
Krista McNamara

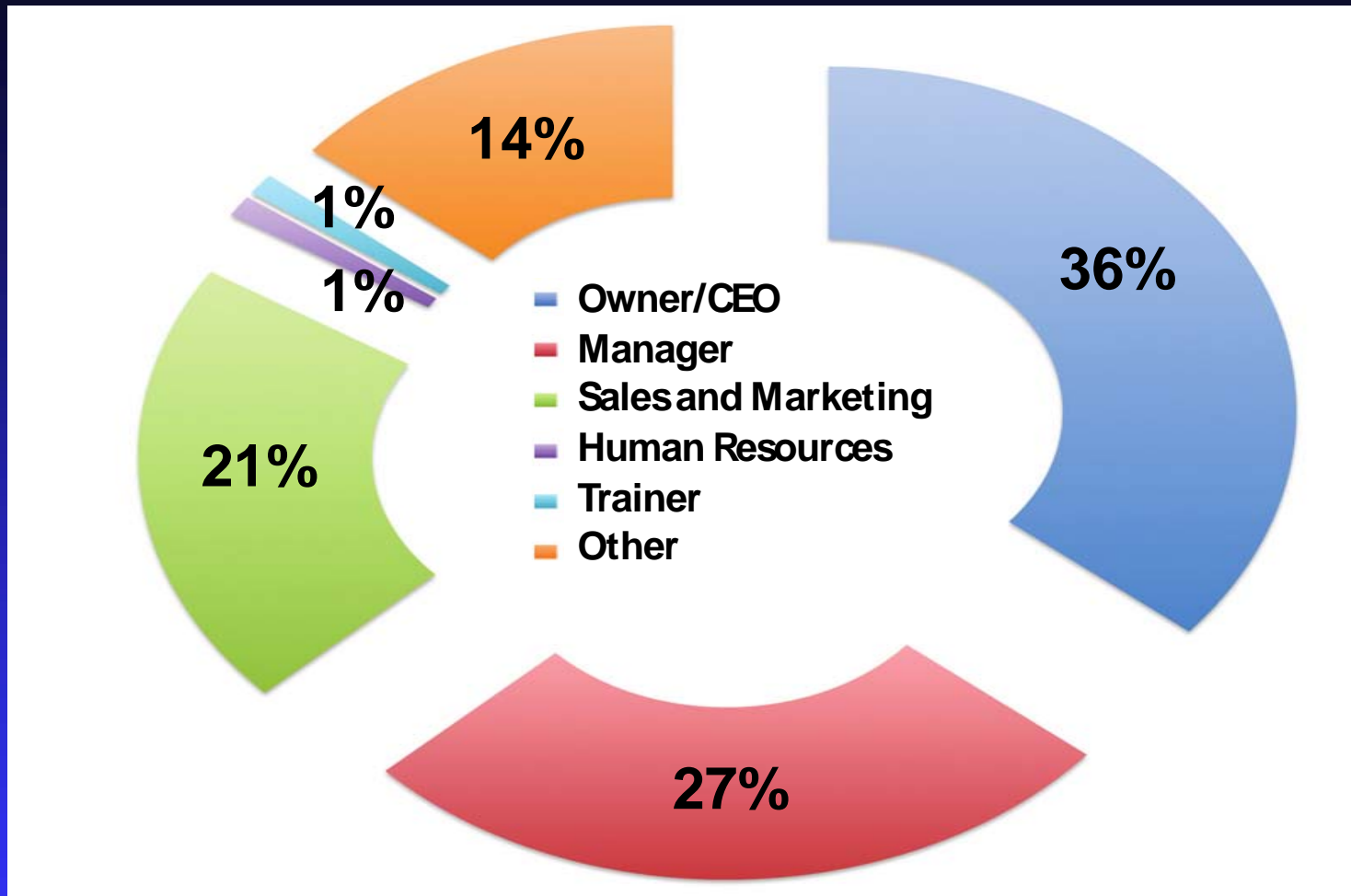
# Survey Respondents



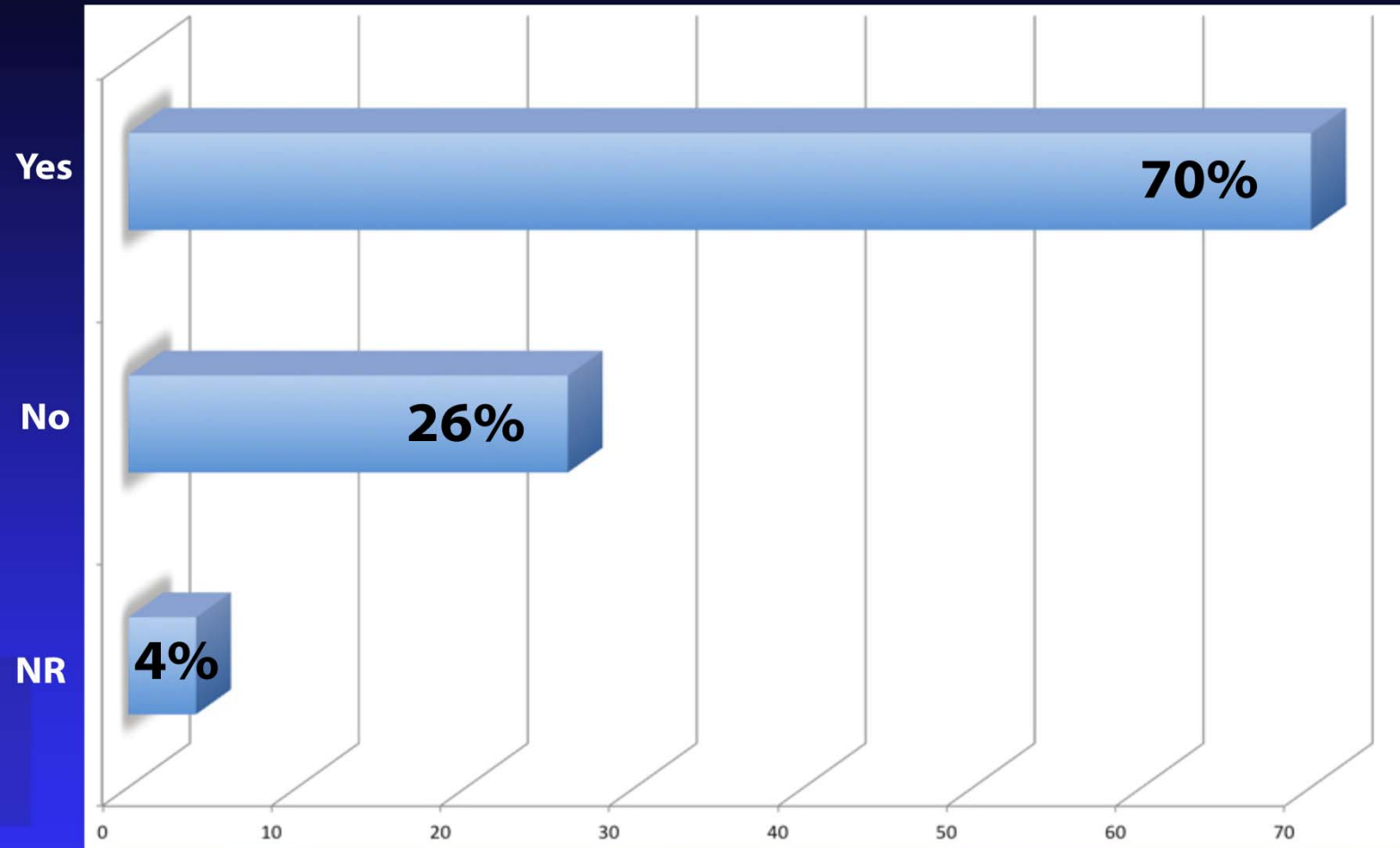
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# Job Titles



# CIC Attendance



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# Attendee Goals

- Network
- Build knowledge
- Promote industry change



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## Goal: Network

"Build deeper, better relationships with multiple stakeholders in the industry."

"To build external relationships and perspectives."

"Continued growth of my network and contacts."

"To learn who the main players are in the industry."



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## Goal: Knowledge

"To understand the industry, where we are today, where we are heading and what the opportunities are in the future."

"To learn more about industry issues and bring information back to local markets."

"To be aware of alternate perspectives and agendas and to help frame the discussion to focus on the things of importance to collision repairers."



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# Goal: Change

"Assist in resolving issues to better the industry."

"Improve the collision industry for the benefit of all stakeholders."

"To help move the conversation toward the common goal of safe, accurate and complete repairs."

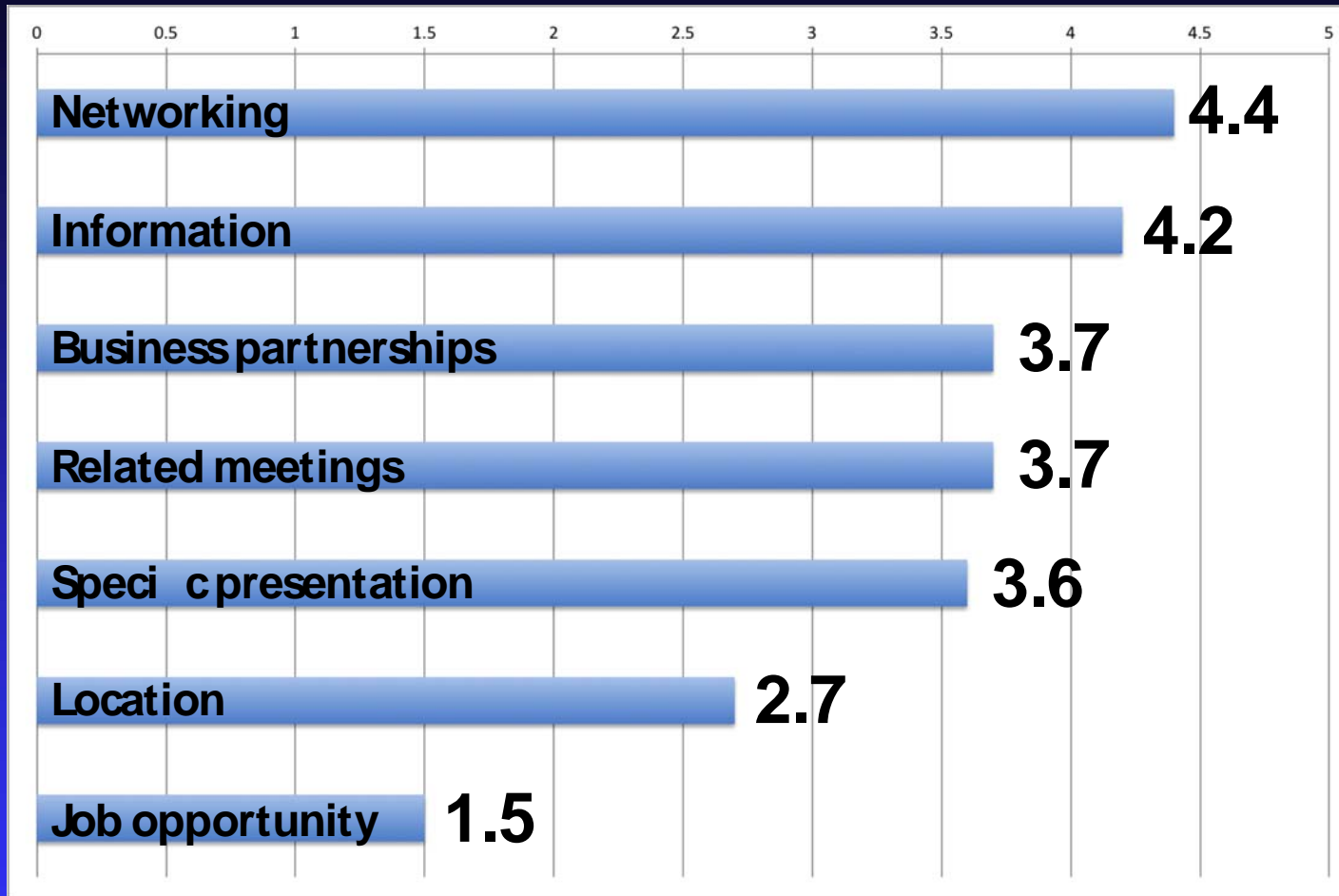
"To help implement positive change within the industry."



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# Why Attend CIC



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# How CIC Makes You More Effective

- Information, education and training
- Provides a forum for discussion
- Networking opportunities



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# Effectiveness: Knowledge

"Knowledge is the key to surviving in this industry. Whether you are an insurer, manufacturer or a collision repair professional, you need to know what is happening in our industry, and CIC is the place to learn what is going on and what will be changing."

"There is wisdom that comes from seeing issues from a higher vantage point."



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## Effectiveness: Forum

"CIC furthers communication between multiple stakeholders. It is a forum where all members are expected to answer some awkward questions at times. It is a forum that is neutral, yet demands improvement from all stakeholders."

"It brings disparate interests together and fosters open, honest and respectful conversations about tough issues."



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## Effectiveness: Networking

"Being able to work collectively with all market segments has provided the means for better communication over the years through the relationships that have been established."

"I can travel to one location and meet many people. It is cost efficient and a time savings."

"It provides networking with people who have a say in how we as an industry conduct ourselves and operate."



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## CIC Criticisms

"I wish it was less intimidating to speak your mind. If there was a way to communicate ideas without fear of criticism or reprisal, I think more good ideas would be shared. Many attendees would rather sit in their seats than walk up to that microphone."

"I sometimes feel that CIC is just a sounding board for an upset industry. It is a venting format, but not very welcoming. Same old, same old."

"CIC lets too many special interests control and direct the conversation."

"I would like to see new topics brought to the audience and less repetitiveness in the existing program."



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# Industry Interests

## OEMs

- OEM repair procedures
- Future vehicle technology

## Shop management

- Business growth
- SOPs
- Marketing
- Customer retention

## Industry trends/current events

- Consolidation
- Changing repair processes
- Industry recruitment



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# Continued: Industry Interests

## Technical/Technology

- Telematics
- New materials
- Training
- New products/tools

## Insurer relations

- Improved communication, partnership
- Accepted repair standards
- Future pricing tools



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# What Excites You About Collision Repair

- New materials
- Vehicle technology
- Consolidation and growth opportunities
- Demand for improved processes



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# What Frustrates You About Collision Repair

- Lack of correct repair information
- Refusal to change, adapt, unify as an industry
- Lack of consumer knowledge on the repair process
- Poor industry reputation
- Insurer relationships



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# Action Items

Presented by:  
Jordan Hendler

# Committee Action Items

- Improve marketing message and reach
- Tailor presentations to industry interests
- Craft event schedule that is reflective of industry priorities (networking)



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# CIC Attendee Action Item

- Take the post-CIC Atlanta meeting survey, to be deployed via email following the event. We need your input!



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Thank You!