



Case Study : Collision Repair Business Management Systems

Arizona's Oldest Mercedes-Benz Dealership Uses Mitchell ABS™ to Drive Operational Efficiency by Interfacing Directly With Its Dealer Management System

Phoenix Motor Company
Phoenix and
Arrowhead, Arizona

At A Glance...

Type:
Dealership Collision Repair

In Business Since:
1964—45 years!

DRP Programs:
2

Production Space:
11,000 sq. ft.

Mitchell Products:

- ABS Enterprise™
- UltraMate®
- Collision Repair Information
- Refinishing Materials Calculator™
- Mitchell Alternate Parts Program™

Greatest thing about Mitchell ABS:

“Knowing that all the information is right in front of you and you never have to pick up a paper file ever again”



Whoever said, “*you can’t teach an old dog new tricks,*” certainly never visited **Phoenix Motor Company** (PMC)—the oldest Mercedes-Benz dealership in Arizona. Body Shop Manager John Jury and his team at this state-of-the-art collision repair facility are proving this adage wrong. PMC began its journey as a Packard and Studebaker dealership and has been in the collision repair industry for over 40 years. You don’t stick around this long without adapting to the changing times though.

Jury picked up some new tricks since becoming manager some 10 years ago, one of which is a business management solution—**Mitchell ABS™ Enterprise**. Since this facility turns out an impressive 105 repair orders a month, efficiency is essential to keeping cycle times in check, which the team constantly works to improve. And that’s where ABS Enterprise comes into play according to Jury, who transitioned PMC from using tag numbers and manual spreadsheets to using ABS Enterprise.

According to Jury, PMC benefits from so many ABS Enterprise features, but the benefit that stands out the most is the product’s ability to easily interface with his Dealer Management System (DMS) and significantly reduce duplicate data entry. “I can’t tell you how much time ABS Enterprise saves us since it automatically imports customer information from the DMS. So if a customer has been to our dealership before for any reason at all—which is the case 60-70 percent of the time—their information is already there,” says Jury.

Jury says that his entire team also uses the ABS Enterprise *White Board* to manage the details of each job, which is also a huge help in terms of making sure that each customer’s experience is as satisfying as possible. “If a customer comes to us, most times it’s because they’ve had something not so good happen to their vehicle. While it’s our job to produce a quality repair in an efficient manner, we also want to make sure that the repair process is easy for the customer,” says Jury.

“Our receptionist uses the real-time information from the White Board to keep customers updated on the status of their vehicle’s repair, which makes the process even less stressful for them. And since the entire team—from estimators to technicians and the receptionist—uses the *White Board* to manage all of the details, each RO is completed in a timely and efficient manner because everyone is on the same page, and we get customers back into their cars faster,” says Jury.

ABS Enterprise has also introduced Jury to significant benefits when it comes to the employee aspect of managing a collision repair facility—specifically payroll. Even though he uses an incentive-based program that rewards teamwork and is based upon each technician’s skill and experience level, payroll is no longer the headache it used to be. “Anyone who manages a collision repair facility will tell you that payroll can be one of the most time-consuming tasks—and it used to be that way for me *before* ABS Enterprise,” says Jury. “It used to take

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Phoenix Motor Company (continued)

me seven hours to complete payroll, and since I became an ABS Enterprise user, I'm done before I know it—just like that," says Jury.

Jury also says that ABS Enterprise has made it possible for him to go 100% paperless. "We use the *Imaging and Scanning Capabilities* to scan and store each item associated with each job. If there's a tow bill or photos, they're all right there with each job in an electronic folder that we can access at any time," says Jury.

"I can't tell you what a relief it is to be able to manage all of these items electronically in a paperless environment. So not only does it make out lives easier, I'm saving a substantial amount of money on office supplies like paper and toner—those things really add up, you know. Plus, it's good for the environment, so it makes that much more sense."

ABS Enterprise gives Jury an edge in another important area as well—managing his DRP relationships. "The reporting capabilities are so expansive, and I can tailor them to my needs in this area. I can track each RO from keys to keys, and I can even break each RO down and highlight the time it took to begin the repair order—something that insurers cannot even track," said Jury.

Jury says that he has been so impressed with the ABS Enterprise features he's used so far—and can't wait to learn even more about the additional features he hasn't gotten to yet—like the *EMS Analyzer*, which helps improve profitability by analyzing estimates. "I really want to take advantage of the *EMS Analyzer* because if there's an easy way to look for duplicate lines, parts usage percentages, repair vs. replace, labor rates, and missing information in estimates, I intend to make use of it."