

CCC® Engage, CCC® Direct Enable MSO to Best Serve Customers



by Autobody News Staff

Celebrating its 45th anniversary this year, *Nagy's Collision Centers* in Ohio strives to serve customers' needs while fixing their vehicles correctly.

"We always try to be the best repair facility that we can for the customer," said **J.R. Noe**, general manager of the MSO's 10 collision shops, one express/corporate location, a powersports location and one detail center. "This is an emotional experience for them and we have to be mindful of that."

Dave Nagy established Nagy's Body and Frame in 1973 in Doylestown, OH.

"We started out in a garage that Dave Nagy had, and he moonlighted doing body work during the 1970s," said Noe. "He had a great passion for it and cashed in his entire retirement—with six kids at home—and decided to go for it."

Two of Dave's sons, **Ron** and **Dan**, purchased the business in 1995 and opened a second shop in April 2005. Since then, the Nagys have established 11 additional locations within a 75-mile radius, including nine collision repair facilities, Nagy's Power Sports and a detailing company.

Although Dave is no longer involved on a day-to-day basis, the original location is behind his house, so he often comes in and offers suggestions on how to operate the company.

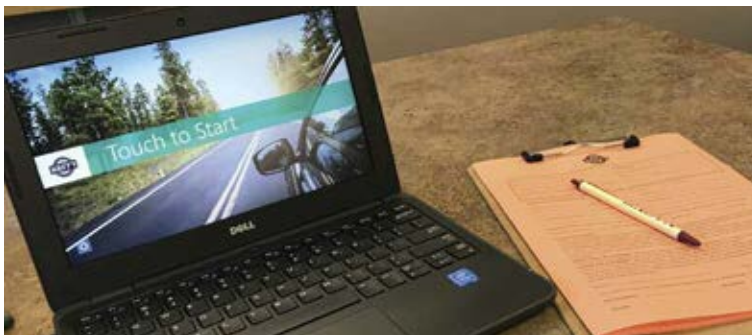
"It's always good to have him around," said Noe, who has worked at Nagy's for 12 years.

Throughout its history, Nagy's has taken pride in responding to customer and industry demands by constantly upgrading equipment, education and training. Noe said this includes using forward-thinking products such as the ones from CCC.

Prior to switching to CCC ONE in 2010, Nagy's used CCC's Pathways estimating product.

"When the company came out with CCC ONE, it saved so much time," said Noe. "The accuracy was much better and made everything easier."

Last year, Nagy's began using CCC Direct and CCC Engage, both of which work within the CCC ONE® Total Repair Platform.



Nagy's customers can go online and schedule an estimating appointment using CCC Engage.

CCC® Direct is a repair management tool that helps shops manage standard operating procedures (SOPs). Two key features include "Checklists" and "KPI Dashboards." Noe is implementing the checklist feature on all iPods and laptops at the shops to document the repair process. Before this, Nagy's quality control sheet was on paper.

"Now it's on an iPod that I'm able to track everything on, and it's tied directly to that repair order," Noe said.

As a result, technicians can take photos when the repair procedure is complete and added to the repair order.

"This new process saves a ton of time and it's very smooth," Noe said.

Noe previously prepared several reports daily to determine sales, key-to-keys and KPIs. With CCC Direct's dashboard, he can access information with a couple of clicks and measure performance. This has helped him be more efficient and allowed the locations to utilize the information. The dashboard can be tailored to each shop and offers the option to add goals.

"This feature helps them run their locations better," he said.

In addition to the front office using CCC Direct, they have made it accessible for technicians.

"It is much easier for technicians to document the repair," said Noe. "We're very big on that through the repair process ... so we never have issues down the road of anybody questioning the repair."

Nagy's began using CCC® Engage at the same time as CCC Direct. The add-on package offers two main features: Online Appointments, which allows for customer schedul-

ing, and Lobby, a consumer check-in-process.

In the past, Noe said that shop employees encouraged customers to stop in at their convenience, but that would often cause a rush.

"Now, we can book the appointment in CCC Engage and it tracks everything. This helps us determine high-traffic times and we can space it out, so we have more time with customers," said Noe.

In addition, there is no manual rekeying or double-bookings. The Lobby experience allows customers to check in, which saves the front office time.

When the office has more people in it than estimators, it is easy to hurry through the process and miss details.

"CCC Engage has really helped solve some of that," he said.

Nagy's has had a very good response from customers using the products.

"We've had a lot of older people who you wouldn't think [would be] computer savvy use them," said Noe. "However, we've found that it's very easy for them."

He said CCC Engage has helped overcome the public's perception of a typical repair shop being a dirty, antiquated environment.

"When they see they can schedule online or get text updates of the repair process, it helps set us apart as an industry that collision repair is not what it used to be," said Noe. "It means a lot when you can send a link to watch the repairs online and see the estimate. Having that transparency puts them at ease."

Overall, Noe said CCC Direct and CCC Engage have enabled Nagy's to fulfill its ultimate goal: to best serve customers.

Nagy's Collision Centers

Location: Orrville, OH

(330) 642-1010

www.nagys.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 120

In Business Since: 1973

Number of Locations: 10 collision, 13 total businesses

DRP Programs: 5–10 depending on location

Combined Production Space: 93,500 square feet



J.R. Noe said CCC Checklist is one of the product features on the company's app that demonstrates the professionalism of the industry.



Nagy's operates 13 locations in the Northeast Ohio area.

CCC Information Services

www.cccis.com

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