

# CCC® UpdatePlus Helps Kentucky Collision Better Connect With Customers



by Autobody News Staff

*Kentucky Collision Centers* has prided itself on providing excellent service to customers since it first opened its doors in 1997.

Over the past 20 years, the business has grown to include four locations that range from 12,000 to 26,000 square feet. All are located within a 35-mile radius of Lexington, Nicholasville, Georgetown and Richmond.

**Tim Thacker**, owner of the Kentucky-based MSO, began working at a dealership as a refinish technician in 1987. As he learned more about the collision repair industry, he decided to open his own business.

Thacker first used CCC products while he was employed at the dealership. He found they were user-friendly and said CCC provided excellent training and technical support. This prompted him to use CCC products at Kentucky Collision.

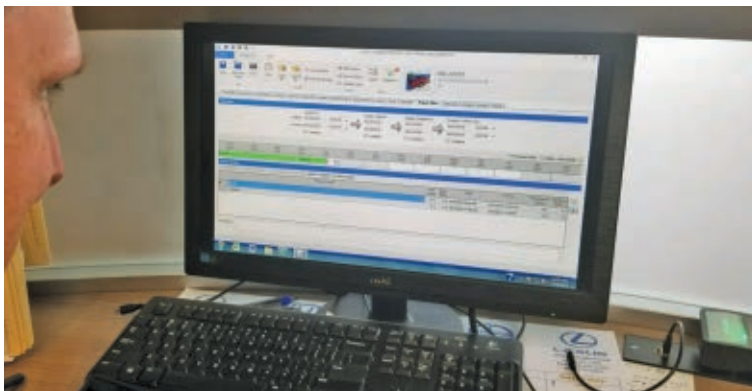
Thacker said that since opening his business, he has relied on the CCC ONE® platform to help him manage all four of his locations and keep on top of the company's performance, profitability and ROI (return on investment).

"The information is all in one system, so we can do our estimating, assign labor for techs, track labor and parts and interface with payroll," he said. "I can track anything I need to as far as the day-to-day collision repair business."

The company has also depended on CCC® UpdatePlus, its consumer engagement tool, to best meet their customers' needs since the product was launched five years ago.

CCC UpdatePlus is part of the CCC ONE platform. The digital technology allows shops to email or text confirmations and automated appointment reminders to vehicle owners, which aids with customer engagement from the onset. Customers can also find out about shop hours, location and directions as well as view photos of the facility via Carwise.com.

Once a new repair order is created by one of the estimators at Kentucky Collision, the information is entered into CCC ONE. Then, UpdatePlus sends out text or email status messages to customers to keep them informed throughout the repair



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process. They have access to a summary of the estimate and information to contact the estimator, which can help estimators manage their schedules more effectively.

"It's a valuable tool," said Thacker. "It allows me to connect with vehicle owners via email or text messaging and keeps them updated about their vehicles."

As soon as there is a status change with any of the vehicles, the estimators are able to communicate with customers and let them know about the progress made and when their cars will be ready to be picked up from the facility. Thacker said the user-friendly product provides customers with information quickly, as they have come to expect in a connected environment.

Prior to using CCC UpdatePlus, the business had to rely on leaving a voicemail for customers or talking to them face-to-face. Now, the business is finding that customers actually understand the repair process better overall.

"This has allowed us another way to communicate with customers," he added. "The application automatically alerts customers about their vehicle as soon as we enter the information about changes to production."

Once the vehicle has been delivered, the customer receives a single-question survey, which is followed up with a more detailed survey to measure CSI. Another feature included with UpdatePlus is the use of Carwise.com. Shops are able to create a profile on the website and share vehicle owners' reviews to help potential customers locate a repair facility.

Overall, Thacker said his employees have been very impressed with CCC products and received great support from the CCC team over the years. Thacker said that in particular, **Pete Strewn**, automotive market manager at CCC, has gone above and beyond to ensure everything is working properly and Kentucky Collision receives the proper support it needs.

"He is probably one of the most tremendous employees that any business could have," said Thacker.

He said UpdatePlus has been very useful when running his four locations and helped with efficiency, cycle time, customer service and attracting and retaining more customers.

"It has helped us keep the car on track as far as cycle time," said Thacker.

In addition, UpdatePlus has been beneficial for his DRPs (direct repair programs) that require CSI tracking.

Another benefit is the ability to track parts. Once a car is scheduled at a facility and parts are ordered, CCC® UpdatePlus tracks the progress. Thacker said this feature is good for internal accountability, so shops can ensure parts are ordered.

"We strive to create a more friendly, personable environment for customers to make them feel it's more than just me fixing your car," said Thacker. "It shows we have concern and compassion for customers and make it as pleasurable of an experience as possible."

He said CCC's products have helped accomplish this at all four of Kentucky Collision's locations.

## Kentucky Collision

Location: Richmond, KY

(859) 626-9910

[www.kentuckycollisioncenter.com](http://www.kentuckycollisioncenter.com)

### Company At A Glance...

**Type:** Collision Repair

**Facility Employees:** 37

**In Business Since:** 1997

**Number of Locations:** Four

**DRP Programs:** Seven

**Combined Production Space:** 86,000 square feet



Kentucky Collision has relied on the CCC ONE® platform to help manage its four locations and keep on top of the company's performance, profitability and ROI.



Established in 1997, *Kentucky Collision* prides itself on providing excellent service to customers.

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