

Puget Collision Relies on asTech's All-In-One to Keep Growing with Confidence



by Autobody News Staff

Gary Hogan has been with *Puget Collision* since its launch in September 2022, now serving as vice president of strategic accounts. With years of experience running multi-location operations, he knew the importance of creating structure from the start. At Puget, that means managing vendor relationships and making sure every shop — whether new to the fold or long-established — follows the same playbook.

Puget opened its doors with 16 locations and, in just two years, has grown to 55 storefronts across Washington, Oregon, California, Colorado and Idaho. That kind of rapid growth came with a big challenge: keeping scanning and calibration consistent across a network that was doubling and tripling in size. When Hogan arrived, each shop was doing things differently. "Many had their own local scanning and calibration vendor," he said, while others relied on in-house techs or sent work out to dealership facilities.

He noted that Puget moved early to create consistency. "We started to push this pretty early on to be able to get some consistency around this."

Hogan was tasked with identifying a diagnostic and calibration partner that could grow alongside Puget. "I interviewed and worked with five different [vendors] that I narrowed it down to that I thought could be viable partners," he said. "I asked that they each come to the table with their best offer, and asTech came through in spades."

From the outset, asTech's proposal hit the mark — strong enough that it never had to be revised or negotiated down the road. That early confidence carried into a strong partnership. "It's been a mutually beneficial relationship that I'm grateful for," Hogan said.

At the center of it all is the All-In-One scan and diagnostic device, which is put in place the moment Puget takes over a new shop. "That's a day one process," he said, with asTech preparing equipment, training and support in advance to ensure it's ready on opening day.

asTech's rollout process includes hands-on instruction for



CARSTAR Cornforth Campbell in Puyallup, WA, is part of the Puget Collision network.

each location's team, with training and ongoing support built into the package. That means boots-on-the-ground support in the shop, where asTech works with teams on everything from performing different types of scans to completing a dynamic calibration — and everything in between.

At the core of the device is the Rules Engine, which determines the correct scan type for every vehicle. "It provides a level of confidence that we're going to ensure that every vehicle is properly diagnosed and calibrated," Hogan said.

Depending on the vehicle and situation, that scan may be an OEM scan, performed remotely by an asTech technician using the automaker's own diagnostic software, or an OEM-compatible scan, performed locally on the All-In-One and validated by asTech to match the results of the OEM tool.

"I have a high level of confidence," Hogan said. "I don't have any concern that the OEM-compatible scans are going to generate the same reporting that would be accomplished through an OE scan. It is indeed capturing the same modules and the same functionality of the vehicle as what an OEM scan would."

The All-In-One also comes with adasThink, which automatically reviews the estimate and identifies every ADAS calibration needed for that repair before work begins. This allows shops to plan their workflow quicker from the start.

Dynamic calibrations can be completed with the All-In-One right out of the box and static

calibrations can be done in-house as well, when paired with the right equipment. With this functionality, Puget Collision's shops can handle more work in-house which reduces cycle time, keeps more revenue in-house, and supports consistent quality across all locations.

Hogan believes scanning and calibration have become one of the most important changes in the industry. He compared it to the evolution of A/C work. "Ten years ago, A/C was often subtlet," he said. "Today, most shops handle it themselves." He sees scanning and calibration following the same path, with technology making it easier to complete more of the work in-house while ensuring all ADAS components are addressed in full.

When asked what advice he'd give other MSOs or shop owners evaluating a partner for scanning and calibration, Hogan said: "My advice would be to align with a diagnostic and calibration partner that you can scale with if you are an MSO and that you can trust and rely on that they will support the services that they say that they're going to support. Where the rubber meets the road is the actual performance and the execution of what it is that's discussed during a sales pitch. I would definitely recommend that they consider asTech as a vendor of choice."

For Hogan, the All-In-One is more than just a device. "The most important thing is that every customer and every family member that goes back into a vehicle that we put on the road can drive off with confidence that their family is safe."

Puget Collision

Kent, WA

206-339-9252

pugetcollision.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 592

In Business Since: 2022

Number of Locations: 55

Combined Production Space:

547,400 square feet



Gary Santos, production manager at CARSTAR Cornforth Campbell, uses the asTech All-In-One.



The CARSTAR Cornforth Campbell team.

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