

CCC ONE® Integration Helps Top Shop Handle Credit Card Payments



by **Autobody News Staff**

Mike Schoonover, third-generation owner of *Schoonover Bodyworks and Glass* in Shoreview, MN, is celebrating his company's 82nd anniversary. When Mike's grandfather **Chuck** (aka "Red") got out of the Navy after the Korean War, he borrowed \$50 to start a body shop, and the rest is history.

The 50 bucks was all "Red" needed, because damaged vehicles began coming into the tiny one-man shop that first week, and the shop grew every year. In the 1970s, Mike's father, **Dick**, took over the business, before passing it on to his son in the early 1980s.

Mike had no desire to pursue a livelihood in collision repair after living in that world his entire childhood. But his career path was re-routed along the way, and he ended up back in the family business after bracing for the change.

"I was attending the University of Minnesota in Duluth and studying to be an orthodontist, but I realized pretty fast that it wasn't suited for me," he said. "Around the same time, my dad called and said he needed help. It was the 1980s and unibody cars were changing the industry, plus the shop was busy, so it seemed like a good time to jump in."

Father and son share a passion for representing their industry by being involved in state trade organizations.

"Dad taught me that I should make a difference in this industry by serving in some way," he said. "We have both been active members and officers in groups like I-CAR and ASC, among others. We feel that it's an obligation to give back to an industry that has been good to our family for three generations over an 80-year period."

When it comes to any type of new technology, Mike and his father are known as "early adopters." This means they're not afraid to use the newest tools, equipment and repair processes on the market, but only if they make good sense for their shop.

That's why Schoonover Bodyworks and Glass began using CCC ONE for all of its daily operations more than a decade ago, he said, and didn't hesitate when asked to be a test shop for CCC® Payments, their new credit card pro-



Schoonover Bodyworks and Glass in Shoreview, MN, relies on the CCC ONE Payments credit card processing system to save time and increase efficiency.

cessing integration.

"We got it late last year and we loved it right away," Mike said. "As part of a test group, they told us it might have a few hiccups, but it never did."

"CCC® Payments simplifies the way we handle customer-to-shop payments through an integration with Clearent, the credit card processor, and they make us look good," Mike continued. "We have only been using it for six months and it is already our go-to choice for credit card payments."

"It has made all of our lives a whole lot easier with things like invoice reconciliation, for example. Before we had it, we had to manually input information, and now CCC® Payments has eliminated a bunch of steps. That's a big deal, especially when we're busy."

The front office people at Schoonover Bodyworks, led by Mike's wife, **Gayle**, are now able to initiate and reconcile credit card payments within CCC ONE® through Clearent's credit card payments system, while providing visibility and oversight into its accounting processes.

According to CCC's website, any shop with CCC® Repair Workflow can start accessing the integration immediately after contracting with Clearent to establish a direct processing relationship and to activate their point-of-sale terminal.

Once activated, a "Pay Now" button will appear within the CCC ONE® receipts screen, where users can easily initiate the transaction. Payments made through a shop's

credit card point-of-sale terminal can be assigned to the appropriate repair order and automated reporting flows into CCC ONE, thereby significantly reducing the need for manual reconciliation.

With nearly 100% of his transactions being performed via credit cards, streamlining this part of his business was crucial for Mike and his operation, he said.

"We are now truly paperless," he said. "Before, we had issues with different card readers, but this works seamlessly now. We work off of the work order and then we post the final invoice inside the customer file, and when it's paid, it automatically issues a receipt electronically. We have more control now over our financials, which is essential."

To maintain an impressive 4.9 Google rating and keep the five-star reviews rolling in, Mike knows customer service and quality have to be paramount. Tools like CCC® Repair Workflow and its new CCC® Payments credit card payment integration with Clearent can help position his business for continued success.

"By making all of the processes associated with credit cards seamless for our customers and our front office people," he said, "we don't have to input anything manually anymore and it's really easy to use."

"We're saving a significant amount of time and money while providing a better experience for our customers, while becoming more efficient overall."

Schoonover Bodyworks and Glass

Location: Shoreview, MN

(651) 483-6756

www.schoonoverbodyworks.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 16

In Business Since: 1938

Number of Locations: One

Combined Production Space: 32,000 square feet

Screenshot of the Schoonover Bodyworks payment interface. The interface includes a header with the Schoonover logo and the text "Schoonover Bodyworks". Below the header is a section titled "Enter Payment Information" with four input fields: "Enter amount", "Card number", "MM / YY", and "Security Code". There is also a "Pay using" dropdown menu.

Since almost all of the shop's transactions involve credit cards, CCC ONE Payments is a valuable tool at *Schoonover Bodyworks and Glass*.



The shop recently celebrated its 82nd anniversary.

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