



Building Business Relationships with Insurance Providers

CRG Panel Discussion

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Executive Summary

In today's economy, companies are continually looking for opportunities to increase efficiency and profits and reduce expenses. Establishing favorable business partnership is essential to achieving those goals. To build beneficial relationships, it's important to know what factors companies review when determining which partnerships to pursue. These factors vary by industry.

For many insurance carriers, building vehicle repair business partnerships is a pivotal part of their operating model, because of the potential impact on customers. For this reason, many aspects are considered before selecting partners for vehicle repair.



Value Propositions for Vehicle Repair Programs

- Insurance carriers have different value propositions for their vehicle repair programs
 - Most repair programs focus on loss cost management or the customer experience
 - To increase sustainability, both objectives should be part of the value proposition
 - The degree of focus on these two objectives shifts due to internal and external factors
- Value propositions that work provide a benefit to both the insurer and the vehicle repair providers
 - For insurers, it's the loss adjustment expense benefit
 - For vehicle repair providers, it's the revenue stream with little or no marketing expense



Requirements for Potential Business Partners

- Most major insurers have well-defined requirements that potential vehicle repair business partners must meet to be considered
 - Minimum requirements include investments in infrastructure, employee training, and equipment
 - Examples: I-CAR training, ASE certification, estimating platforms, CSI subscription
 - Good to excellent standings in system rankings that differentiate service levels
 - Rankings driven by key performance indicators
 - Customer experience
 - Cycle time
 - Cost management (parts utilization, estimate accuracy, refinish trends, etc.)
 - Repair quality (customer feedback and physical repair audits)
 - Industry training and certifications



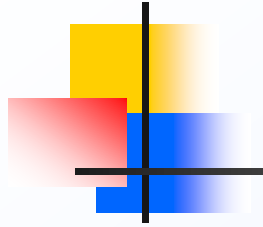
Building Lasting Business Partnerships

- Ways to sustain lasting business partnerships:
 - Continually building relationships with local claim offices, agents, and corporate representatives
 - Maintaining a positive reputation in the business community
 - Offering stable and reliable service
 - Implementing specific carriers' processes and programs
 - Enabling carrier oversight of repair operations (concierge, repair express)



Summary

- Insurance carriers review many factors when determining which business partnerships to pursue
- To be considered, meeting all expectations is critical
- Once accepted, building a lasting business relationship requires maintaining high standards in the repair industry and within the business community, as well as incorporating company-specific processes and programs



Questions and Answers