

ALLDATA[®]

AUTOMOTIVE INTELLIGENCESM



Driving New Profits

HOW ONE
COLLISION
CENTER ADDED
\$5K PER MONTH OF
“PURE PROFIT”



Graham Auto Group Case Study

Dennis Brock, Manager of Graham Collision Center, has “... been around cars forever,” logging 38 years in the auto repair industry, 15 of those on the collision side. He joined Graham Auto Group in 1996.

A few years ago, Brock took on the role of Manager for the Collision Center, where he saw an opportunity to increase sales and profits. One insurer had just announced it was leaving, and the relationship with another was on shaky ground.

/// Scanning for a new solution

Besides knowing cars, Brock is a numbers guy, and he knew the Collision Center’s numbers weren’t going to cut it. So first he got the existing insurer back on a solid foundation, then he added two more. All

**Graham Auto Group
1515 W 4th Street
Mansfield, Ohio 44906**

- 14-acre dealership for Chevy, Cadillac, Ford, Hyundai, and Toyota
- Three full-service mechanical repair centers
- 19,000 sq. ft. I-CAR Gold Class-Certified Graham Collision Center
- 20 employees in the Collision Center

three insurers now have offices in-house at the Collision Center, referring a steady stream of vehicles to the shop.

One area that Brock had been researching to help shore up the Collision Center's numbers was the scanning market, which had been growing for years. He knew the Collision Center needed to be scanning to

ensure that repairs were made according to OEM requirements, but he didn't want to make a major financial commitment. He also wanted the tool to work with his existing ALLDATA technology platform – which had been in place since 2010.

“In the beginning, insurance companies weren't buying it (scanning),” said Brock, “and I didn't want to get a scanner that

had to be updated every year or two at \$600 a pop and still wouldn't do this car or that car.”

A longtime ALLDATA subscriber, the Collision Center relied daily on ALLDATA's factory-direct data, so when the company released its scan tool in 2017, Brock took notice.

“I held out on the scanning trend until I found the right solution,” Brock recalled. “When I learned about ALLDATA Diagnostics, I said you know, that fits us. It's fairly inexpensive and it's a big opportunity.”

The opportunity Brock refers to is getting paid by insurers for scanning as required by the OEM. He printed out all the manufacturers' position statements that specify scanning requirements. In his experience, if the OEM doesn't have a position statement on scanning, the shop won't get reimbursed.



“ When I learned about ALLDATA Diagnostics, I said you know, that fits us. It's fairly inexpensive and it's a big opportunity.”

Dennis Brock
Graham Auto Group

Brock told his estimators, “We’re going to collect this on every single car we do an estimate on, and if it’s written by an outside adjuster, we’re going to do a supplement. **Not scanning is NOT an option.**”

/// ALLDATA Diagnostics – how it works

ALLDATA Diagnostics turns a tablet into a professional-level scan tool with ALLDATA built in (requires a subscription to ALLDATA Repair® or ALLDATA Collision®). It includes unlimited pre- and post-scans with no per-scan charge, plus free software and data updates. There’s not even an upfront charge for the equipment – it’s all included in one low-cost subscription.

ALLDATA Diagnostics helps to limit liability by providing access to OEM-direct information, integrated with Diagnostics’ full-system, pre-and post-scan reports for proper documentation.

Having ALLDATA Collision or Repair built into the ALLDATA Diagnostics scan tool system means that technicians have immediate access to the industry’s leading source for unedited OEM repair information, without punching out to a separate browser or app. The ALLDATA database of factory-direct diagnostic and repair procedures includes more than 38,000 vehicles – 95 percent of all vehicles on the road today.

Brock says that ALLDATA Diagnostics has worked with 99 percent of all the vehicles they’ve tried it on, “with ease.”

ALLDATA Diagnostics helps to limit liability by providing access to OEM-direct information, integrated with Diagnostics’ full-system, pre- and post-scan reports for proper documentation.

Professional Scan Tool Capabilities

ALLDATA Diagnostics offers shops the following technical features:

- Seamless connection to ALLDATA Collision or Repair information; codes link directly to relevant OE articles
- NEW Quick Scan runs a full-system vehicle scan report with just one click!
- Easy Retrieval and clearing of P, B, C, and U codes
- Read and graphically display parameter IDs (PIDs) – live sensor data from all vehicle systems
- Bi-directional component control to test specific components
- Access system tests, relearns, resets, initializations, and calibrations as supported by the OEM
- Drive Test mode to access diagnostic features without being connected to the Internet
- View Tech-verified repairs without leaving the ALLDATA Diagnostics app

Most insurers require participating Direct Repair Program (DRP) shops to use OEM-direct information such as that provided by ALLDATA to ensure safe, accurate, and reliable repairs.

/// Creating a new revenue stream

Graham Collision Center has 14 DRPs and uses ALLDATA Diagnostics exclusively for scanning vehicles slated for body repair. Since

they started using ALLDATA Diagnostics, Graham Collision Center has scanned an average of 20 vehicles per week.

“On the mechanical side, we have the manufacturers’ scanners, but in the body shop, we only use the ALLDATA scanner,” said Brock. “At \$65 to \$68 a pop, we immediately added \$4,000 to \$5,000 in monthly revenue with no cost for very little effort. Even at \$4,000 a month and 12 months in a year,

that’s \$48,000 in annual net profit. And when I ran the numbers, I saw that scanning had also raised our effective labor rate \$2.00 per hour.”

Low Cost of Entry

ALLDATA Diagnostics is an affordable, professional-level scan tool that offers these cost-savings for a low monthly subscription:

- No upfront charge for equipment
- No charge for data or software updates
- No charge per scan; shops get unlimited pre- and post-scans
- Create new revenue stream with reimbursements for pre- and post-scans

/// Quality first

Of course, it’s not just about the revenue. ALLDATA Diagnostics also enables the shop to write better and more complete estimates.

“We are the go-to Collision Center in our area and we have a reputation to maintain,” Brock said. “If you’re not going to do it 100 percent, why do it? It (scanning) has to give customers satisfaction knowing that you’re covering all the bases to give them a complete, accurate, and safe repair.”

“It’s really beneficial that they can see right then the OEM procedures associated with the codes, saving them valuable research time,”

Dennis Brock
Graham Auto Group

The actual pre-repair scanning is done by the Collision Center's three estimators, who perform full-vehicle system scans using the tool's new Quick Scan feature.

"It's really beneficial that they can see right then the OEM procedures associated with the codes, saving them valuable research time," said Brock. "ALLDATA's the only scan tool with that information built-in."

Brock shared one example of ALLDATA Diagnostics' time-saving capabilities: "When we did the scan, it came up with an ambient air temperature sensor code. The estimator knew we had either a broken wire or a broken sensor. He was right: when we raised the hood, it had a broken sensor, but it was in a location that we could have missed if we hadn't scanned it."

/// It all adds up

With its low cost-of-entry, high potential to drive new profits, and factory-direct procedures built-in, now is the time to take ALLDATA Diagnostics for a spin.

Learn more by visiting

www.ALLDATA.com/Diagnostics

