



Sophisticated estimating system allows Iowa collision repair facility to create thorough, accurate vehicle inspection reports as provider for tier-one U.S. insurance carrier.

McGrath Collision Center

McGrath Collision Center of Cedar Rapids, Iowa, has been repairing automobiles for more than 50 years. As a shop with the mantra, "Quality Is No Accident," the company appreciates the broad functionality—and especially the convenience—of working with the Audatex® Estimating™ system to produce vehicle inspection reports (VIRs) for a leading U.S. insurance carrier.

Industry

Collision Repair Facilities

Products

Audatex Estimating, Audatex Shoplink®



McGrath Collision Center

Challenge

The Mike McGrath Auto Center is a full-service dealership with a friendly sales staff, state-of-the-art service center and high-quality collision repair facility. To carry out its mission to “provide a memorable experience that creates loyal customers,” McGrath is always striving to bring consumers the best quality new and pre-owned vehicles available, along with the services to support them. McGrath Collision Center considers developing quality business partnerships a key aspect of meeting important company objectives. So the organization participates in direct repair programs (DRPs) with several top U.S. insurers to help drive business.

Audatex Solution

Insurance carriers are important to collision repair facilities, since their DRP programs can generate significant business for the repairers. Most insurance carriers create their own VIRs, which are required for total loss valuations when the automobile repair estimate on a particular vehicle approaches a pre-determined total loss percentage. Some insurance carriers, however, count on their DRP partners to create these VIRs. To become part of the DRP for a leading insurance carrier, McGrath Collision Center implemented Audatex Estimating in 2007, that insurer’s estimating program of choice for VIRs.

McGrath Collision Center’s three estimating technicians are authorized to perform all functions involved in developing estimates for the insurer. According to Collision Center Director Steve Holub, this includes “writing the estimates, getting approval from the insurer, securing authorization from the customer, and ordering the necessary repair parts.” McGrath hopes to also participate in a second leading insurance carrier’s DRP soon, where the insurer and collision repair facilities alike use Audatex Estimating to develop estimates and manage workflow.

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- Steve Holub, Collision Center Director, McGrath Collision Center, Cedar Rapids, Iowa

Results

Holub says the process of creating a VIR for a total loss valuation is comprehensive and requires incorporating many specific details related to the damaged vehicle and its parts. "Audatex Estimating has all the functionality we need to develop these in-depth VIRs," says Holub. "The VIR process established by the leading insurance carrier is pretty straightforward, but it's very detailed. We have to include everything that a particular car has, like aluminum wheels, CD player, leather seats and mileage. It certainly helps to have access through Audatex Estimating to the Audatex Collision Estimating Database. The information is detailed, comprehensive and highly accurate." Also a seasoned user of Audatex Shoplink, Holub stresses that the user interface of Audatex

Estimating makes it easier to use than other estimating programs. "Audatex Estimating makes communicating back and forth with the insurance company easier. If they need to, the carrier can just adjust the VIR online and send it back to us electronically. With other systems, the process is more complicated. And if the insurance company has a question, they have to call us, which adds time."

Holub says that he'd like to write estimates on Audatex Estimating for the insurance carrier to which the shop currently provides VIRs. In fact, according to Holub, "Our future plans may include eliminating the other estimating system. We'd like to just use Audatex Estimating for all of our estimating needs."



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