

CRASH, BANG, WALLOP

STANDARDISE FLEET REPAIRS AND MAINTENANCE TO MAXIMISE EFFICIENCIES

FLEET SERVICING IS a significant cost centre for any company whether large or small and affects both owned and leased vehicles. Efficiency gains in direct cost and administration time are a constant focus for any fleet manager regardless of fleet size. Even fully-maintained leases incur non-productive time in the logistics to and from the (usually) franchise dealership. Compounded with the juggling of spare vehicles to ensure staff remain effective, the exercise can be quite inefficient and time-consuming – all waste that any lean competitive business can do without. Fortunately there are

provided free of charge to the customer.

It's a deceptively simple concept - the 0800 service provides a one-call solution for busy car-dependant customers including free pick-up/delivery and free late-model courtesy cars and vans. Director, Karen Knight, is a veteran of the panelbeating trade and established the business with the objective of ensuring consistent technical quality, superior customer-service, convenience and seamless mobility. Crash Brokers manage the entire process from the point of impact through to re-delivery, co-ordinating all the activities in the supply

quality and business ethics for all members. In return they provide continuous training, industry benchmarking, aggregated buying power and the credibility of the Auto Super Shoppes brand. Auto Super Shoppes member workshops are independently owned and operated, this ensures responsiveness, friendly personalised service, and low overheads which results in affordable charges including lower hourly rates than the franchise dealerships. Storey says "Auto Super Shoppes' objective is to provide motorists with the confidence of dealing with a major franchise, but without the cost".

Knight says "the two companies share identical target markets, so there are obvious synergies and the opportunity for each company to enhance service to their customers by extending the scope of available expertise.

For instance, Crash Brokers has preferred supplier status with a number of professional organisations including the Real Estate Institute, Auckland District Law Society, Institute of Chartered Accountants and the Restaurant Association – in aggregate, over 20,000 busy car-dependant professionals.

We also serve two car leasing companies, Driveline and Lease Car Ltd. We are constantly seeking ways to add value for motorists, and there was a growing perception amongst our customers that we were the solution to all motor vehicle related problems, particularly in emergency situations like breakdowns. We were constantly evaluating credible ways to enhance our service - we looked at Auto Super Shoppes and liked what they were trying to achieve, and we wanted our clients to have access to it"

She claims the two companies will add significant value for customers by streamlining all their motor vehicle repair requirements. Consistency and quality are assured, and communications are simplified by utilising an 0800 number for each trade. As a fleet management solution, it's a very simple message to communicate to drivers and can be reinforced by the VIP Customer cards Crash Brokers provide to each customer vehicle. Knight says these have proved to be a great resource particularly as a first point of contact emergency number and also after hours for general accident and claims procedural advice or repair bookings.

Storey agrees and adds that "Our customers often seek help from us for collision repair so we're delighted now to be able to offer Crash Brokers' resources with the confidence of knowing that our two companies share the same business philosophies that ensure professionalism, consistency and 100% customer satisfaction every time".

This alliance creates the ultimate convenience and is a very user-friendly service with two easy-to-remember 24/7 0800 numbers. All car accident repairs and related enquiries are handled by Crash Brokers on 0800 2crash, and all mechanical servicing and breakdowns are handled by Auto Super Shoppes on 0800 autohelp. Auckland businesses can now save time, stress, and money on fleet repairs and maintenance. See www.crashbrokers.co.nz and www.supershoppes.co.nz for more information on their services. ■

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some innovative solutions in the vehicle repair market that significantly reduce wasted time by maximising customer service and convenience. Two such Auckland-based repair solutions have become substantial businesses by focusing on lowering the overall cost of fleet repairs.

Crash Brokers and Auto Super Shoppes are examples of innovation in the automotive trades. A recent alliance between these two unique service concepts now provides a convenient high-quality solution for all aspects of motor vehicle repair Auckland-wide. Crash Brokers and Auto Super Shoppes have now joined forces to leverage the assets and expertise of both the collision repair and mechanical trades for the benefit of all fleet operators, both large and small.

For the past two years Crash Brokers has provided a 24/7 accident management service supported by a network of high-quality collision repair facilities. The aggregate effect of the network provides an enormous resource that ensures instant response and priority assistance. While not the only service of its type in the market Crash Brokers have presented an attractive outsourcing option, particularly for SME's, as the company uses a business model that enables the service to be

chain and minimising delays in the claims, assessing and repair processes. Knight says they also provide the benefit of communicating pro-actively with both the driver and/or fleet manager, this includes continuous real-time updates on progress and completion targets which eliminates uncertainty and assists fleet planning requirements.

Knight says accident management is an obvious choice for outsourcing as it requires some technical knowledge to ensure a satisfactory service experience, can be very frustrating for customers and is time-consuming. Crash Brokers changes all that and allows the customer to focus on their core business.

Auto Super Shoppes was launched early last year on 0800 autohelp and already has over 30 premium Auckland MTA mechanical workshops under its umbrella. The three company directors – David Storey, Bruce Blair and Geoff Harper are all senior MTA members. Each also operates successful mechanical firms in their own right and have a comprehensive knowledge of potential network members which has supported their aggressive growth strategy. The Auto Super Shoppes brand signifies high standards of presentation, technical