



Karl's Collision Achieves Estimating Speed and Accuracy with Audatex Solutions

Karl's Collision Repair, Inc.

Located in the heart of the nation's sixth largest metropolitan area, Karl's Collision Repair, Inc. is a full-service paint and auto body shop specializing in fine automobiles and sport utility vehicles. With eight direct repair program (DRP) insurance partnerships, the Glendale, Arizona shop has achieved success by maintaining a highly trained and certified team of professionals, and by using only the best equipment and tools. Audatex solutions deliver more accurate estimating to Karl's, helping to guide repair processes while also playing a central role in the shop's ability to offer a limited lifetime warranty on all paint and repair jobs.

Industry

Collision Repair

Products

Audatex Estimating™
& Audatex Shoplink®



Karl's Collision Repair, Inc.

Challenge

A mainstay in Glendale, Arizona for nearly 30 years, Karl's growth has paralleled that of this upscale desert community, which serves as the epicenter of professional sports in Arizona. Glendale's Jobing.com Arena, situated just a few miles from Karl's Collision, hosts the Phoenix Coyotes of the National Hockey League, and the nearby University of Phoenix Stadium hosts the Arizona Cardinals of the National Football League. Robert Karl opened his shop in this strategic location in 1987, displaying a keen business sense while only a young man in his 20's.

Today, with several decades of experience in the craft of refinishing quality automobiles behind him, Robert Karl continues to have a driving role in the shop's operations, handling everything from outside sales to hands-on body repair work.

Karl's Collision provides collision repair services for eight DRP insurance partners, including some of the country's largest. Because policyholders have a choice regarding

where they want to go for collision repair, Karl's makes every effort to win and retain their business.

Says Karl's General Manager Roger Litchett, "Our location—off the major high-speed roads—translates into very few customers casually coming in off the street. Instead, referrals from past clients make up 95 percent of our business. That's why quality and customer service are critical to our success."

It's a philosophy that has served Karl's well through the years. Staying on top of the technology curve has also contributed to the shop's longevity. This means investing in top-of-the-line equipment and products, including three paint booths (two of which are downdraft), two Shark® computerized frame measuring systems, Brewco™ drive-on frame machines and premier BASF® paint. Karl's has also invested in leading estimating technology to ensure consistency, accuracy and efficiency in managing every job, from the moment a customer walks in through the front door.

“...the labor operations for changing a bracket in a competing system might leave several steps out of the process, but Audatex knows all the steps and includes every one of them.”

Roger Litchett, General Manager, Karl's Collision Repair, Inc.

Audatex Solution

Karl's three estimators rely on multiple estimating programs to support its DRP relationships, yet Litchett says Audatex Estimating remains his number-one choice.

"It's simply the most accurate and comprehensive system out there," he says. "And, I feel that you can write estimates in half the time it takes with competing systems. That type of performance directly impacts our efficiency and our customer service."

He speaks from experience: Litchett has been in the collision repair business for nearly three decades himself, having used Audatex Estimating or Shoplink for almost 15 years, starting out with the early DOS-based versions of the software. According to Litchett, it's not just the speed and the accuracy of the software that matter—it's the approach that Audatex takes that continues to impress him.

"Audatex 'thinks' from the inside out, rather than from the outside in. It's just a more logical approach, and I'm certain it's more thorough in terms of accounting for all the steps that a given job requires," he says. "For example, the labor operations for changing a bracket in a competing system might leave several steps out of the process, but Audatex knows all the steps and includes every one of them."

The result for Karl's is fewer supplements and greater accuracy, which are both highly critical to a shop that offers a limited lifetime warranty on all paint and repair jobs.

Results

In the shop, Litchett says Karl's team has even gone so far as to open up the Audatex program to ensure that they're not missing anything when writing an estimate in the other DRP-required estimating systems. He says that Audatex is also instrumental in guiding less experienced adjusters and body shop employees—not only through the estimating process, but through understanding the way collision repair works.

“In other estimating systems, you may need to open up as many as seven files in order to write a simple estimate on a damaged vehicle door. In

For Litchett, it's the extra touches that make Audatex so valuable to his team. The Audatex Collision Estimating Database, for example, is the largest of its kind in the automotive industry, encompassing some 4 million parts. It serves as the backbone of Audatex Estimating software, and delivers the most current pricing on original equipment, after-market and even salvage parts, along with labor and refinish information.

Also, the Audatex Part Finder feature is one of Litchett's favorites; saving estimators valuable time and

“In other estimating systems, you may need to open up as many as seven files in order to write a simple estimate on a damaged vehicle door. In Audatex, you just click on a single folder for that door, and all the information is there in one screen and one picture.”

Roger Litchett, General Manager, Karl's Collision Repair, Inc.

Audatex, you just click on a single folder for that door, and all the information is there in one screen and one picture,” Litchett explains. “The quality of graphics is also exceptional, and although we're currently only using the 2D system, we expect that when we move to Audatex's new 3D Intelligent Graphics, the advanced technology will be even more beneficial to us.”

helping them identify the appropriate parts, even when they have very little information to go on.

Says Litchett, “You can put in a description, or enter a part number and keep backing off on the end digits until you find exactly what you're looking for. It's really fantastic.”



Audatex World-Class Support

Audatex offers more than technology solutions; we believe in supporting our customers from the day they sign up with us. To ensure your total satisfaction, we offer end-to-end support, including:

■ **Training Services:** Audatex provides Instructor-led, Computer-based and Virtual Training courses. Visit the Online Training Center, www.training.audatex.us, for more information or a class schedule.

Industry-Leading Training

As a Solera company, Audatex is the industry's first claims solutions provider approved as a member of the I-CAR® Industry Training AllianceSM program—enabling students to earn points valid towards I-CAR Gold Class Professionals® and Platinum Individual™ requirements. In addition, as an IACET Authorized Provider, Audatex can offer Continuing Education Units (CEUs) for its programs that qualify under IACET guidelines. Audatex is also the first in the industry to provide CEUs for virtual classes—including Computer-based training and Webinars—through its ASE-certified CASE designation. And, specified Audatex courses also qualify for credits toward the Automotive Management



Institute's (AMI's)
Accredited Automotive
Manager designation.

■ **Technical Support:** For your convenience, Audatex offers several options for ongoing product support, including:

Web Chat: Chat live with a Technical Support representative, Monday through Friday from 8 a.m. to 8 p.m. Eastern, by going to www.support.audatex.us.

E-Mail: If you have a question that is not critical, you can email Technical Support from the website, www.support.audatex.us, and a representative will return your message within 24 hours.

Phone: Dial 800-546-5237 Monday through Friday, from 8 a.m. to 8 p.m. Eastern, to speak with a Technical Support representative.

Web Knowledge Library: Find the answers to your frequently asked questions, “how to” documentation and product help files by going to www.support.audatex.us.

Contact a Sales Rep Today

For more information:
Call: 1-800-237-4968 or
Email: sales@audatex.com



Local focus. Global knowledge.

15030 Avenue of Science, Suite 100, San Diego, CA 92128
Tel: (800) 237-4968 Fax: (858) 946-1073
www.audatex.com www.solerainc.com

© 2010 Audatex North America, Inc. All Rights Reserved. AUDATEX and the AUDATEX logo are registered trademarks owned by AUDATEX North America, Inc., or its affiliated companies, in the United States and/or other countries. AUD7806_r01