Profiles of SUCCESS® in Business

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INVESTIGATING CONCEPTS OF SUCCESS

Derek Chatterley, Paul Bird and Paul McFarlane discuss customer service training modules.

Collision Repair? Experience the WOW!

By Heather Navarra, The Write Type

For drivers who have experienced a collision, there are many repair shops to choose from. However, not all of the choices are equal. BOYD Autobody and Glass is one B.C. success story that shines as the repair provider of choice for many car owners, and for good reason!

The BOYD Group is one of the largest operators of automotive collision repair centres in Canada, and is among the largest multisite collision repair companies in North America with annual sales of over $200 million. BOYD currently operates in Western Canada as "BOYD Autobody and Glass" and in the U.S. under the name "Gerber Collision and Glass". BOYD's services include automotive collision repair, paint refinishing and autoglass replacement, and they offer a life-time warranty on work performed. With their wide network of locations, clients are well covered if they relocate or are away from home.

As Regional Vice President of BOYD Autobody and Glass, Derek Chatterley, has headed up the British Columbia region since 1994. Under Derek's leadership, BOYD in BC has become a well recognized and respected name in collision repair and glass replacement and will soon reach 20 plus locations.. He attributes much of BOYD's success to the company's commitment to the customer. He calls it "the WOW factor" and says, "Customers want a top quality repair and to be treated well. Successful companies need to exceed customers' expectations and be consistently better than the competition."

So, how does BOYD Autobody and Glass excel at the WOW factor? One of their secrets is training.

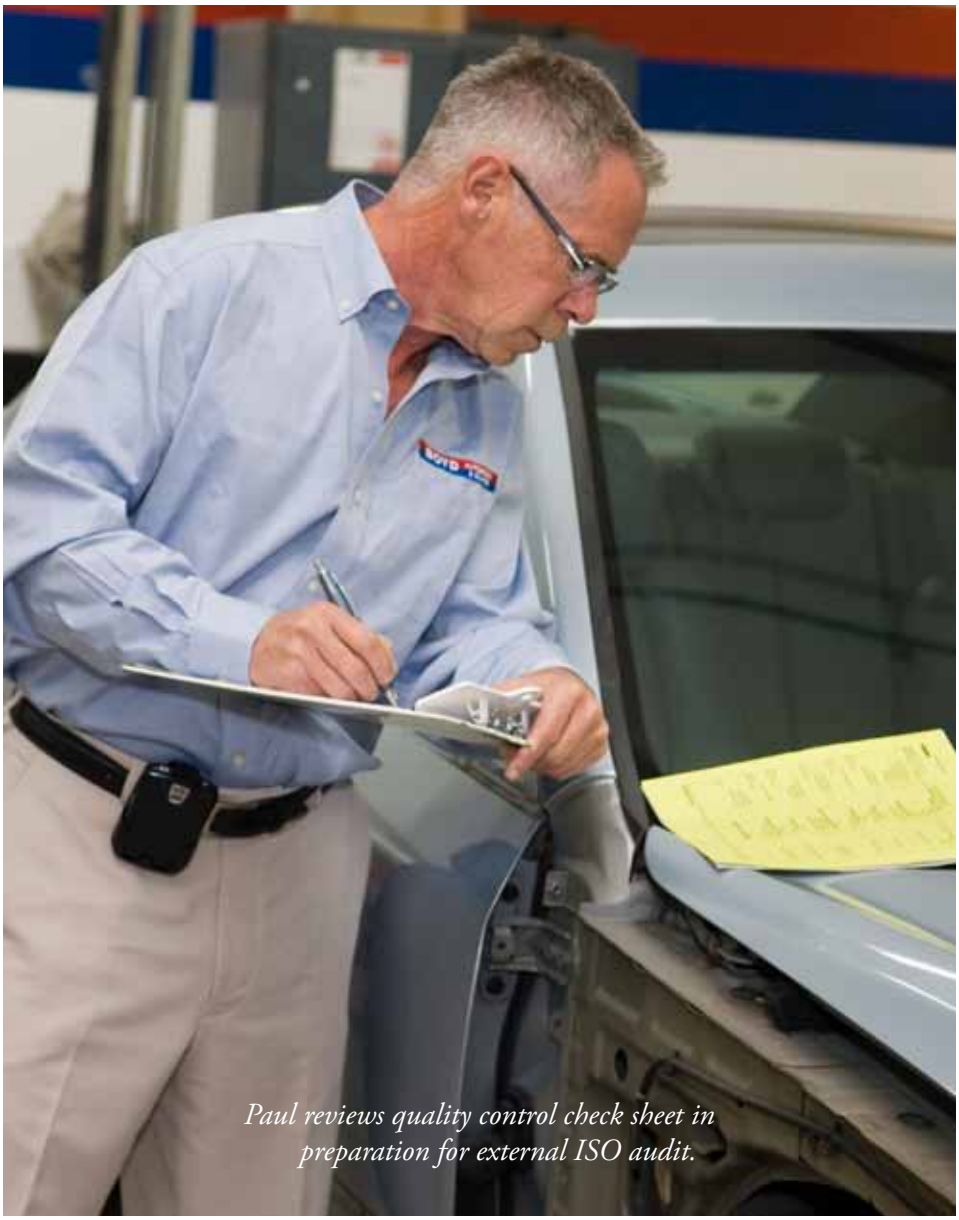
To provide high quality repairs at each location, Paul McFarlane, General Manager of the BC Region, oversees technical training, support and, innovation. Having been a tradesman and former shop owner for 35 years, Paul has acquired significant technical know-how, and insists that the best products and methods be used in the repair process.

"Technicians and management need

to be trained to work on all types of vehicles," says Paul. "This level of training ensures that vehicles repaired at BOYD are returned to preaccident condition." Continuous skill upgrades keep staff abreast of vehicle changes and industry directions. For example, with the increase in the numbers of hybrid vehicles being sold, BOYD Autobody and Glass has already conducted a hybrid vehicle repair course for its technicians and office staff. With constant implementation of technical advancements, this means customers always receive top quality repairs.

Paul Bird is Regional Development Manager and one of his responsibilities is customer service training. A major component of training is BOYD University (known as 'BOYD-U'), which provides online training programs for all employees. The first course offered by BOYD-U was a telephone training program entitled 'Mystery Shopper', designed to enhance telephone skills for front office staff. A third-party company initially contacted the BOYD Autobody and Glass stores and scored them on the quality of their phone skills. "We knew our employees were doing a good job on the phone, but after hearing the audio tapes, we realized they could be better. Now that the training has been completed, the scores have greatly improved."

There's also an emotional aspect to the business. For any driver, an accident can be a traumatic experience so BOYD's staff is empathetic and reassures clients that they will be taken care of. The staff is willing to go that extra mile because they care about customers. BOYD provides ongoing training to ensure that customers receive the best and most consistent service, from the moment the phone rings to delivery of the completed vehicle.



Paul reviews quality control check sheet in preparation for external ISO audit.

Not only is service to the customer important to BOYD Autobody and Glass, but so is their relationship with auto insurance companies. These insurance companies provide a majority of BOYD's business, so BOYD works to build a relationship of trust with each of them. The insurers know that their customers will be well taken care of and that BOYD will perform a safe, quality repair while controlling the costs. "Insurance adjusters and appraisers refer their customers to our stores which means that we represent the insurance company to the customer. We work with the insurer to make sure the customers have a great experience throughout the claims process," says Paul Bird.

Training is only a part of BOYD's effort at pursuing excellence in customer service. High technical standards, a commitment to the environment, and a commitment to its employees play a large part as well.

BOYD Autobody and Glass is ISO 9001:2000 certified in BC, which ensures standardized procedures are in place with ongoing monitoring and assessment, as well as a structure that supports continuous improvements. Procedures are documented and follow-ups are routinely done to achieve high standards. For customers, that spells consistently higher quality results.

To operate in an eco-friendly way, The BOYD Autobody and Glass Canadian

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facilities have moved to a water-based paint system. "It's safer for our employees and for the environment, and is excellent for giving a quality, long-lasting paint finish," says Paul McFarlane. BOYD strives to be environmentally aware and has integrated best practises for environmental protection. They use a third party environmental consulting company to assist with safety and protection issues.

Staff play an important role in BOYD's success. BOYD Autobody and Glass is proud of its technical and office employees and recognizes that the high quality repairs and superior customer service come from them. The company works hard to keep its employees happy and, as a result, enjoys very little staff turnover. "We understand that happy employees perform better and that it is reflected in their attitude towards their work," says Derek. "We are only as good as our employees."

In addition, BOYD Autobody and Glass uses its size to its advantage: As one of the largest collision repair service multi-shop operators, the company enjoys the advantage of sharing best practices between shops. With markets in Canada and the U.S., BOYD Autobody and Glass in BC is informed of changes in the industry sooner than most other collision repairers might hear of those same changes. BOYD invests significantly in research and development, and partners with market leaders in related industries such as auto insurance, and paint and equipment manufacturing.

Under the leadership of Derek Chatterley and his management team, BOYD Autobody and Glass in BC continues to focus on quality repairs and customer service. Along with well trained repair technicians who take pride in repairs, and office staff who go above and beyond, it's not surprising that feedback from customers describes BOYD as a well-run organization. With 86 percent of business now coming from repeat and referred clients, it is vital to give each and every customer a great experience. By adhering to this commitment, BOYD will continue to grow and retain its position as a leader in this competitive industry. As Derek says, "**Bring it to BOYD** and experience the WOW!"

BOYD
AUTOBODY & GLASS

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Paul and Derek perform inspection on new model Honda during repair process