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AutocheX: Orientation to Repair Shops

Version 2.0
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**Manitoba
Public Insurance**



What is AutocheX?

- **AutocheX is a Mitchell service that collects customer satisfaction data**
 - Registered owner contact information is provided by MPI to “Logit Group”, a Canadian-based Call Centre contracted by Mitchell
 - After the vehicle is repaired, “Logit Group” will contact customers by phone to complete the survey

AutocheX includes:

Survey questions proven to reveal the primary drivers of satisfaction with the repair experience

Professional telephone interviewers who collect accurate information in a consistent format

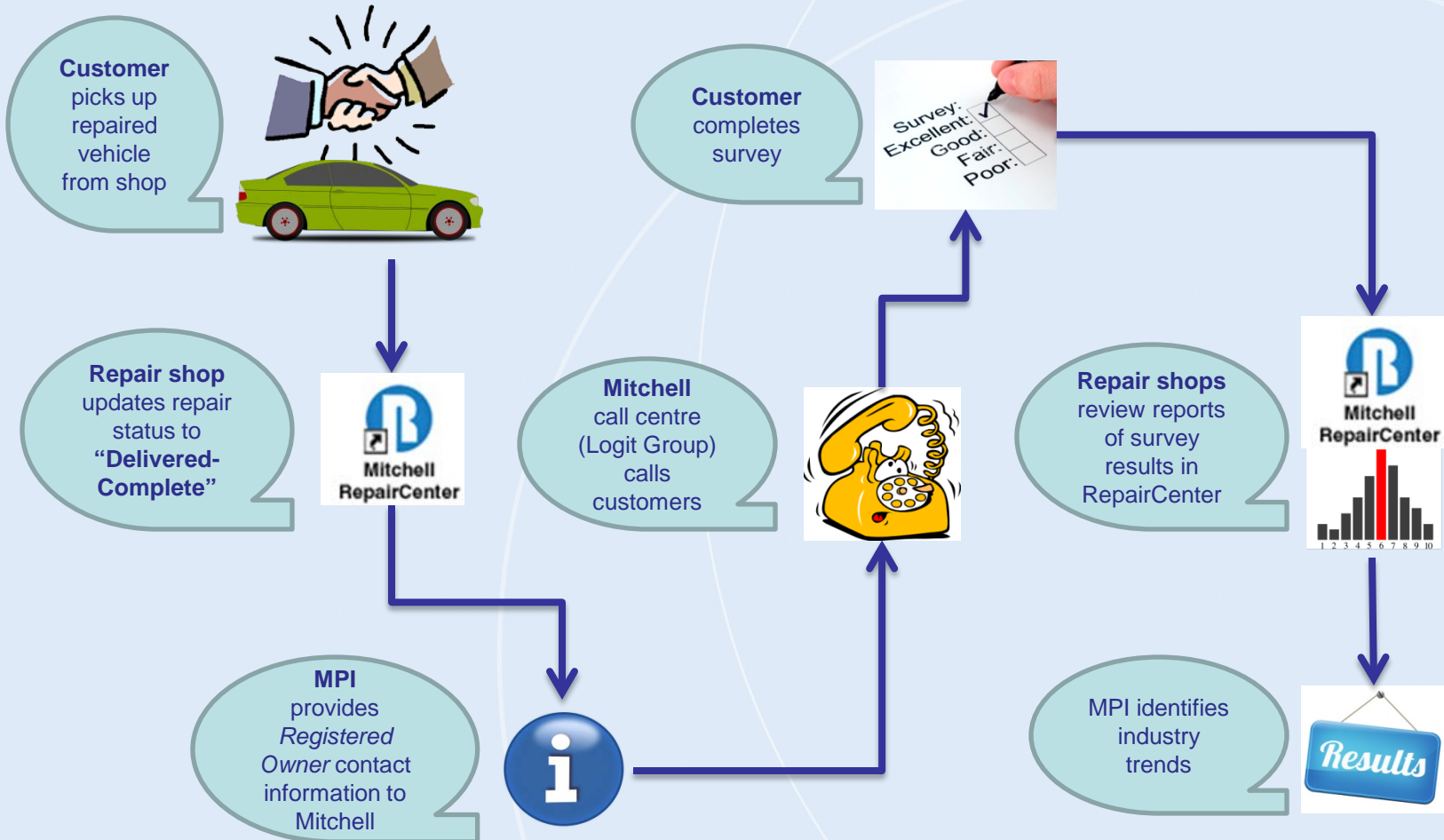
Easy-to-use reporting features that enable dynamic reporting capabilities

Shops receive a “score” based on customer’s response

i.e. How likely a customer is to refer a friend to a repair shop

- **Real-time alerts warn you of a negative survey response, allowing you to address customer issues as they arise**

How Does AutocheX Work?





Benefits of AutocheX

- Insight into our mutual customers' experiences
 - Timely customer feedback
 - Understanding customer satisfaction can positively impact your business
- Recognition for good work
- Opportunities to further enhance service delivery
 - User-friendly Mitchell RepairCenter survey reports simplify the reporting process and give you control over what customer satisfaction data you receive, how often you receive it and how it is delivered to you
 - Identify areas of improvement – Use what you learn to set and achieve performance goals
- Ability to build and improve customer loyalty
 - Gain valuable insights to improve daily processes, and exceed customer expectations to deliver the best possible repair experience
- AutocheX Service is provided at no cost to repair shops



Getting Ready

- Ensure pre-implementation activities are completed:
 - **Shops receive all AutocheX training and support materials from Mitchell**
 - **“Alerts” have been enabled**
- Review all training materials; Contact Mitchell if you have any questions with accessing and interpreting survey results
- Add the recommended reports to ‘Favorites’ in RepairCenter and any other reports that will benefit your shop
 - **Customer Detail - Core Questions Report**
 - **Program Roll Up - Core Questions Report**
- Utilize the reports and feedback available through RepairCenter, to understand the customer’s repair experience
- Leverage the information learned from the survey results to maintain and enhance the level of customer service provided by your shop
- Respond to customer concerns identified through the survey results



AutocheX Survey

1. Thinking about the shop's workmanship, on a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how would you rate your satisfaction with the quality of work done to your vehicle?"
2. Using the same scale of 1 to 10, Please rate how you were treated by the shop?
3. Is there anything the shop could have done to improve it's quality or service? (Only asked if score of 1-7 is given to Q1 and Q2)

Quality:

Improve paint, Improve body work, Improve part fit/alignment, Complete the repairs, Don't use aftermarket parts, Shop damaged vehicle

Service:

Improve communication, Return phone calls, Be more friendly, Keep promises, Provide more timely repairs, Improve rental car process, Clean vehicle, Reduce cost, Other [Record response]

4. Was your vehicle ready when promised by the shop?
5. After the repair, was it necessary to return your vehicle for additional work?
6. Did the shop keep you adequately informed during the repair process?
7. On a scale of 1 to 10, where 1 is very unlikely and 10 is very likely, How likely is it that you would recommend the shop to a friend or family member?



'Net Promoter Score' (NPS)

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What is it?

- A customer satisfaction rating within the AutocheX program

How is it calculated?

- The percentage of 'promoters' (positive responses) minus the percentage of 'detractors' (negative responses)

Where can it be found?

- NPS scores appear on various reports including "Trending Report" (summarizing daily NPS scores)



MPI's Role

- Identify industry trends
- Support shops in achieving service excellence
 - Shop Support Administration group will work with shops to understand results and identify opportunities to enhance the customer experience



Implementation

- Introduction
 - Shops receive MPI introductory e-mail and this overview presentation
- Training
 - Shops receive Mitchell 'welcome e-mail' and training / support materials (follows 1-2 days after MPI e-mail)
 - "AutocheX Quick Start Guide"
 - Overview of application
 - How to create and interpret reports
- Mitchell follow-up call prior to scheduled shop start date
 - Verify shop contact e-mail address
 - Set up 'Alert' notifications
 - Answer any questions
- Mitchell will implement AutocheX functionality in RepairCenter remotely
- Customers will be contacted to complete a survey once the repair status for the claim has been updated to "Delivered Complete"



Getting Started

- Review the Mitchell “Quick Start Guide”
 - Mitchell “Quick Start Guide” provides full instructions on requesting reports, setting up report favorites, and creating automated report delivery
- Create survey reports
 - MPI recommends setting up automated e-mail delivery and saving the following 2 reports as ‘favorites’ in RepairCenter:
 1. **Customer Detail – Core Questions**
 2. **Program Roll Up – Core Questions**
- Participate in phone discussion with Mitchell, to confirm receipt of training materials, set up “Alert” notifications and ask any questions



Questions about Survey Results

- **If you have questions regarding the survey results**
 - Mitchell will provide primary support in this process by:
 - *Listening to survey calls and comparing customer's responses to results recorded*
 - Mitchell may modify, discard or leave results as reported
 - Mitchell will transcribe any relevant comments provided by the customer during the survey, and send them to the shop
 - MPI is notified if any survey results are modified
 - If a shop is still not satisfied with the survey results, the issue will be escalated to MPI
- **All survey conversations with customers are recorded**
- **Upon request, Mitchell will release recordings to MPI**
 - MPI will investigate and advise shop of outcome
 - MPI cannot share audio recording with shops due to customer privacy



Shop Support

- **AutocheX materials available on Partner site**
 - This overview presentation
 - Link to Mitchell “Quick Start Guide”
 - Frequently Asked Questions (FAQs)
- **Support:**
 - Mitchell: Implementation and technical issues
 - MPI: Support shops in understanding results and achieving service excellence
- **Contact Mitchell:**
 - Technical support
 - *Call Mitchell Technical Support at 1-800-448-4401, select Option 2 for technical Support; or*
 - *Create a support ticket via MiPortal Customer Support at <https://www.mitchell.com/support>.*
 - Escalation of technical issues will go to Mitchell’s Technical Assistance Center (TAC)
 - *The Account Manager will investigate the issue and provide direction to Mitchell support who will contact shop and resolve issue / close support ticket.*



Next Steps

- **Communication Messages**
 - Mitchell “Welcome email”
 - Mitchell “Welcome call”
- **Training**
 - Mitchell to deliver AutocheX “Quick Start Guide”
 - *How to access & understand survey results*
- **Report set up**
 - During the welcome call, Mitchell will offer to set up “Alert” notifications
 - **Shops should set up reporting and delivery options in RepairCenter**
- **Go live implementation**