

Leverage the right tools to optimize your collision shop

Expectations for your collision repair facility are high, so be certain you're using the right tools to keep pace with demand while growing your business.

Customers expect their cars to look and drive like new while also wanting to get back on the road right away. At the same time, you're likely facing overwhelming workloads, staffing shortages and training for new team members, delayed parts orders and shortages, and what feels like overnight changes in vehicle technology. Keeping up with it all feels nearly impossible. You want to stay on top of everything, but you're not even sure where to begin.

The good news: one way to optimize your shop is to make sure you have the right products and processes in place. When you have the right solutions and setup, you not only keep up with industry demands, but you can also get ahead and grow your business. By leveraging advanced software solutions and expert training, your shop can consistently and efficiently deliver safe, quality repairs.



1. Implementing a Repair Planning & Documentation Process

Do you follow a **standardized repair planning process** in your shop? If not, here's why you should: having a consistent repair process maximizes efficiency and can prevent time-consuming and potentially expensive rework. A standardized process helps ensure that every repair is done correctly, minimizes errors, and enhances overall productivity. This leads to higher customer satisfaction and a more profitable business, since doing it right the first time saves both time and money.

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A key to successful repair planning is using up-to-date, complete OEM repair procedures. Vehicles are highly complex, with numerous independent systems, making it essential to follow OEM recommendations. Consistently sticking to these guidelines means you minimize the risk of improper repairs, which compromise safety, lead to liability issues, and create costly rework. You'll also feel confident that your team is producing high-quality repairs, maintaining or, better yet, boosting your shop's reputation.

This is where repair planning tools add significant value. A comprehensive repair planning tool gives your team easy access to complete, up-to-date OEM repair procedures. These solutions can also quickly identify single-use parts, such as clips and fasteners, ensuring efficient disassembly and availability of necessary replacements. [RepairLogic](#), for example, provides updates in active repair plans whenever OEMs publish changes or release new versions of repair procedures. By staying current with OEM updates through RepairLogic, you reduce the risk of errors and help ensure repairs are completed correctly the first time.



2. Accurate Estimates

Writing complete and accurate estimates is another important consideration for enhancing collision repair operations. It goes hand-in-hand with using the correct repair procedures, helping ensure all necessary labor operations are included in the estimate the first time. Some commonly missed operations, like seatbelt inspections, for example, are quick, easy, and required by every OEM, and can also add up in cost when they're not included in the estimate. Your technicians may be performing all the required operations, but without the right tools, documenting them is easy to forget.

This is where estimating tools, like [EstimateIQ](#), are extremely helpful. Estimating solutions are designed to help estimators write complete and accurate estimates from the start. By capturing all necessary work in the estimate, your team can improve profitability and support more efficient operations.



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3. Parts Order Management

One of the major challenges collision shops face is inefficiency and inaccuracy in the parts ordering process. Efficient parts ordering ensures timely access to necessary components, reducing downtime and speeding up repair times. For example, imagine your shop needs a specific part for a repair. Your parts manager might spend hours calling multiple dealers or searching online to find the part, often encountering delays due to limited availability. When you're looking at multiple parts needed for a collision repair, the process could take days. In that time, the vehicle sits idle in the shop, causing a backlog and customer frustration.

Utilizing parts order management platforms can transform how you place your parts orders. For instance, many parts ordering platforms address the common problem of limited parts availability. These platforms grant access to thousands of enrolled dealers and suppliers, helping create numerous options for parts sourcing and reducing delays caused by unavailable parts. Additionally, several platforms provide catalog images, which help ensure complete orders and verify that parts fit the vehicle, eliminating the risk of incorrect parts being ordered. Likewise, these solutions, like [CollisionLink](#) and [TraxCollision](#), simplify the parts ordering process by offering upfront pricing and easy order tracking. This reduces the time spent on manual tasks, helps avoid errors, and ensures timely access to the right parts. By using these platforms, you can significantly enhance the efficiency and accuracy of your parts ordering process, leading to smoother operations and higher customer satisfaction.





4. Certifications and Coaching

Considering the competitive nature of the collision repair industry, maintaining high standards and differentiating your shop can be a real challenge. It's essential not only to implement the right tools, but also to align yourself with industry-leading standards and earn OEM collision certifications so your business can continue to grow and profit.

OEM certifications address these challenges by establishing your shop as a reliable, high-quality service provider. Certifications serve as a competitive advantage, while instilling confidence in customers looking for high-quality repairs. For instance, imagine a shop decides to deviate from OEM repair procedures to save time and costs. If a repair is performed incorrectly, it could lead to vehicle malfunctions or safety issues. Imagine a situation where a critical component, such as an airbag system, is not replaced and restored according to OEM specifications. If the airbag fails to deploy correctly in an accident, it could result in severe injuries or even worse. Such an incident would not only harm the customer, but may expose the shop to significant liability, legal consequences, and damage to its reputation. By adhering to proper tooling, equipment, education, and utilization of OEM repair procedures, your shop can minimize risks and produce repairs that meet the highest industry standards.

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The OEC Certified Repair Network (CRN) offers more than 35 certifications. Certifications can also open doors to referrals through OEM-certified shop locators, creating a stream of customers to your shop and driving business growth. Plus, certification verifies a shop's investment in the tools, equipment, training, and business practices to provide safe and proper repair. To maximize the benefits of certification programs, your team can also consider **consulting with an expert**. On-site, in-shop coaching sessions are designed to cover critical areas, such as estimatics, repair quality, vehicle protection, parts storage, repair procedures, and workplace safety.

Bringing in an industry expert helps standardize your repair processes and improve overall shop performance. Data even shows that shops implementing coaching programs see tangible benefits, including increased revenue — on average, an additional \$750 in gross dollars per repair order and improved cycle times, with an average reduction of 1.5 days per repair. In addition, you can be confident that your team is being coached by industry professionals to provide consistently high-quality and proper repairs.

Right Tools, Stronger Results

Staying ahead in the collision repair industry requires more than just hard work and dedication. You need the support of the right solutions and services to overcome the industry challenges that are likely preventing you from optimizing your repair business.

The proper combination of these tools and certifications empowers your shop to meet (and even exceed) the high expectations of your customers, driving growth and profitability. By embracing these solutions, you can put your facility and team in position to become a model of consistency, efficiency, and quality.



To learn more about
OEC Collision Shop Solutions
or to speak with an expert,
click [here](#).

