



Alpine Body Shop Reaches New Heights with Audatex Solutions

Alpine Body Shop

Nestled beneath the Wasatch Mountain Range in Ogden, Utah, Alpine Body Shop helps automobile drivers from throughout the region recover from the challenges of traveling in heavy snow and ice. The shop uses its Audatex solutions platform to strategic advantage, earning high marks from major direct repair program (DRP) insurance partners for its success in reducing estimate supplements, while also improving customer satisfaction.

Industry

Collision Repair

Products

Audatex Estimating™, Audatex Real Steel Recycled OE Parts Locator™ and Audatex Shoplink®



Alpine Body Shop

Challenge

True to its name, Alpine Body Shop is situated in the beautiful mountainside city of Ogden, Utah. A family-owned business founded in 1984 by Don Stanger, the shop today is supported by Don and a mix of family, including Cory, who is in charge of office operations.

With the nearby mountain resorts averaging 450 inches of snow each year, Ogden became the optimal choice to serve as a major venue for the 2002 Winter Olympic Games. And while high snowfall makes the town ideal for winter recreation, it also leads to significant increases in vehicle collisions.

“Winter is our high season, with snow and icy roads causing problems for residents and tourists alike,” says Cory Stanger.

Helping customers return their cars, trucks and SUVs to prime condition after accidents occur—no matter what the season—is the driving force behind Alpine Body Shop’s thriving business. With 23 bays and 2 paint booths, the shop supports customers from throughout the Wasatch Front, a large metropolitan area that extends from north to south across the Wasatch Range, encompassing Utah’s most populated cities including Ogden, Salt Lake City and Provo.

Audatex Solution

Having essentially grown up around the shop, Cory Stanger has witnessed first-hand the dramatic changes of the collision repair industry in the past few decades. For example, direct repair programs (DRP) now proliferate, where walk-in business was once the norm. Technology is also helping drive improvements in almost every aspect of collision repair.

“We see technology as a way to not only enhance the efficiency of our business, but also as a means for delivering higher levels of quality and service to our customers,” he says. “That’s very important, because even though DRP’s bring in a steady stream of new business, customer loyalty remains essential to our success.”

Having a professional software-based estimating system in place has been vital for the shop’s ability to handle the influx of new customers. Since 2006, Alpine has taken advantage of Audatex Estimating software to speed cycle times while providing a dynamic interface to DRP insurers. In addition, the shop makes use of the Audatex Collision Estimating Database, which offers simple and straightforward

information on more than 4 million parts, along with a variety of useful operations, to provide the foundation for a well-run collision repair business.

“With such a comprehensive portfolio of parts and pricing information available to us with just a few simple mouse clicks, we’re confident that we won’t miss much in terms of labor and time,” Stanger says. “The database, combined with Audatex Estimating software, has taken us leaps and bounds past where we were when my dad first started the business.”

Although the shop’s estimators had used the Audatex Estimating predecessor, Shoplink, for many years, he recalls his father creating hand-written estimates, and referring to the well-worn guidebooks that predated today’s modern estimatics platforms.

“I can only imagine what a headache it would be to go through those books now, page by page, searching for the right parts,” he says. “By the time I entered into the business, we were using Shoplink, and I learned how to estimate on that system.”

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Cory Stanger, Alpine Body Shop

Results

One of Stanger's favorite add-on capabilities with Audatex today is The Real Steel Recycled OE Parts Locator, which allows Alpine estimators to run an online search to find what he calls "A+ quality" used parts, available from local salvage yards or even via eBay. He also appreciates the "comments" feature that is built into the estimating software, enabling him to conveniently share important ancillary information with adjusters or insurers when uploading an estimate.

"American Family is excellent about taking advantage of the estimating

exclusive feature only found in Audatex Estimating: Audatex 3D Intelligent Graphics, which provides 3D rotating views of parts, helping ensure that the correct part choices are made every time. For Stanger, advances such as this are critical to his company's future. At the same time, he also believes firmly in return on investment (ROI). When his DRP partners perform reviews, he says they find that Alpine Body Shop has an excellent track record, generating an exceptionally low number of supplements each year.

"Audatex is dead-on as far as helping to reduce supplements. And fewer supplements translate into higher customer satisfaction. There's no ROI more valuable to our business than that."

Cory Stanger, Alpine Body Shop

software overall, and the 'comments' feature in particular," says Stanger. "They reply to us in the Audatex system with their own comments, helping ensure efficient communication and proper execution of the job at hand."

Alpine Body Shop is also entering the realm of 3D through use of a new and

"We attribute a lot of that success to our estimating software," Stanger says. "Audatex is dead-on as far as helping to reduce supplements. And fewer supplements translate into higher customer satisfaction. There's no ROI more valuable to our business than that."



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