



Case Study: Gerber Collision & Glass

One of the largest automotive repair companies in the USA, Gerber Collision & Glass has developed a reputation as being an industry innovator. When Gerber wanted to find a way to leverage their skilled appraisers and improve customer service, they looked to Librestream for a solution. Using Librestream's Onsight mobile collaboration solution, Gerber launched an internal Centralized Appraisal Program (CAP) as a pilot initiative to measure the results of this new concept.

Solution Overview

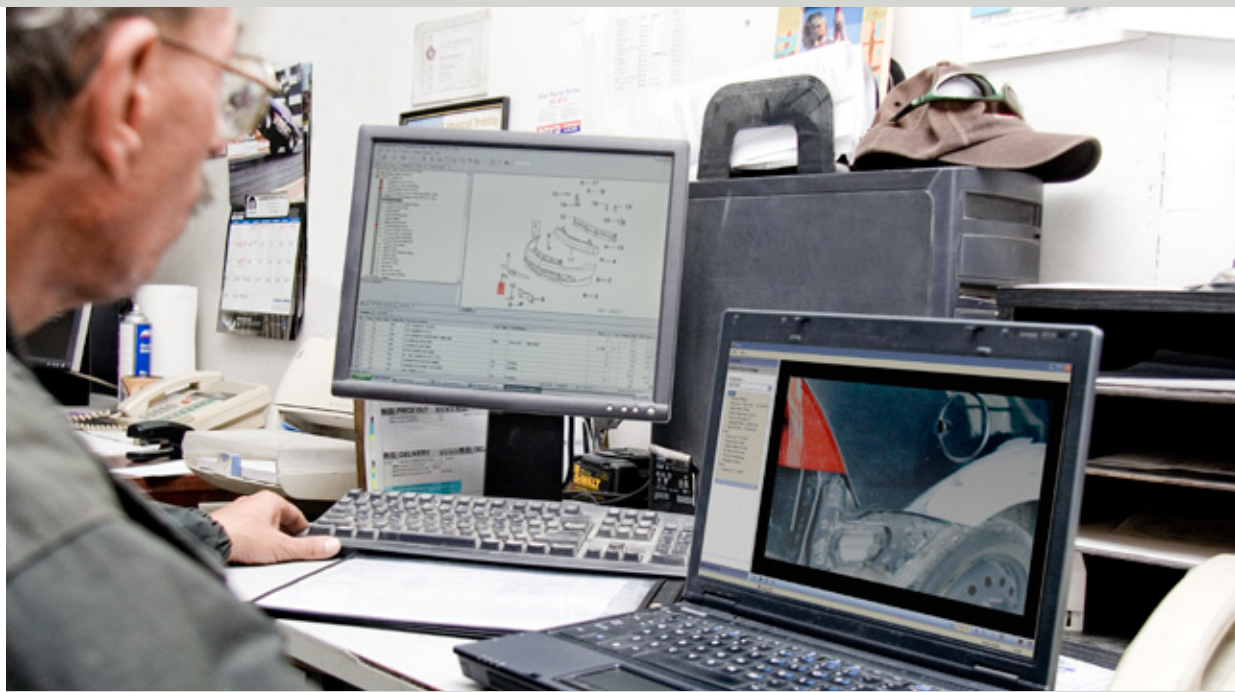
The Gerber Centralized Appraisal Program connected Appraisers at the Gerber central Illinois office to Customer Service Managers (CSM) at repair centers across the country. The Onsight 1000 mobile collaboration device was used by the CSM to provide real-time visuals and audio to an Appraiser. Each Appraiser was equipped with a dual monitor PC. One monitor was used for the Onsight Expert application, which included the live video stream. The Appraiser used the second monitor to operate their internal estimation software. Each repair center was equipped with a secure Wi-Fi network to allow full mobility of the Onsight 1000 device for the CSM.

The existing network infrastructure of T-1 lines was used to connect the locations.

The Onsight solution allowed the Appraisers to see first hand what the CSM was viewing immediately with a high quality video stream and two-way audio and onscreen drawing. The Appraiser was able to clearly see the damaged automobile and could instruct the CSM to focus on certain areas, zoom in for further detail, utilize on screen drawing capabilities and capture still images. The images as well as a recording of the entire session was available for inclusion in the damage estimate report.



Reach Beyond.



CAP Pilot Goals

Improve Appraisal Accuracy

- Reduce overlooked but necessary repair parts within original appraisal
- Increase compliance with client appraisal requirements

Improve Customer Service

- Increase communication scores
- Reduce time spent by customer at repair center

Improve Sales Capture rates

- Increase capture rates
- Increase sale of unrelated damage

Provide for Greater Flexibility in Workforce

- One skilled Appraiser to handle multiple repair centers, as people with sales and service skills are more available and training is easier

Other Potential Benefits

- Drive Standard Operating Procedures through management of a centralized group
- Integrate external suppliers into a centralized process
- Improve ability to respond to unexpected staffing needs
- Potential to work directly with insurance providers

Pilot Process

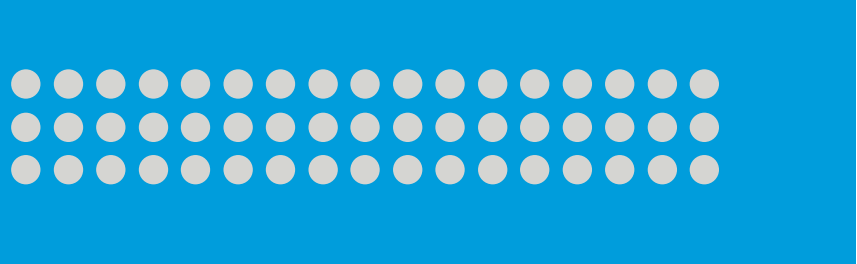
The internal launch of this new concept was essential. Staff were being asked to change the way they performed their jobs. At Gerber, the team understood the benefits of centralizing their appraisals using Onsight almost immediately. They also understood

the value of quantifying the results and set-up an internal metrics program to measure success.

Gary Wilmoth, Senior Appraiser at the Downers Grove Illinois store, described his initial reaction to CAP. "When I first heard about this program, I said NO WAY. I was kicking and screaming and didn't want to go. There was no way this thing was going to work," explained Gary. However, he quickly saw the benefits. Gary continued, "After participating in just a few CAP appraisals, I saw that this mobile technology worked like you wouldn't believe. It is a godsend!"

The CSMs quickly became skilled with the Onsight 1000 device. They used the on-screen drawing capability to ensure that the Appraiser truly understood the extent of the vehicle damage. In addition, the CSMs found it physically much easier to get into small areas or under the car using the Onsight device. This benefit uncovered better information on the extent of the damage, which further increased the accuracy of the estimates. Appraisers were able to take control of the Onsight 1000 from their office to zoom in or take still images. Appraisers and CSM staff found that they were able to work together in real-time.

One final, yet important step in the pilot process was for Gerber to have several of their main Insurers review the new process for compliance with their requirements. Originally many insurance providers felt that the Appraiser needed to be "in shop" to perform an accurate appraisal. However, after seeing live demonstrations, many became supportive of this new approach and expressed interest in implementing the same solution within their organizations.



Summary

Gerber’s overall assessment of the results was that the CAP initiative, using OnSight, was a success. The next phase is underway to deploy the OnSight solution across the regional offices and repair centers. Jim Maliszewski, Director, Program Management & Centralized Support at Gerber summarized:



“We continue to find new benefits from centralizing appraisals using Librestream’s technology. For instance, we can now see damage in places we would have missed before. CAP is very exciting for us. The more stores we put on the system, the more excited we get.”



Industry-wide Benefits

The companies within the collision repair and insurance industry face similar challenges as Gerber. Skilled labor is in short supply and competition is fierce. Customer service is critically important to be successful in this environment. Librestream’s mobile collaboration system can help to:

- Assist industry in dealing with a shortage of skilled labor
- Facilitate the leveraging of a highly skilled workforce across a broad geographic area
- Provide an opportunity to specialize appraisals by
 - Make and model of vehicle
 - Level of damage
 - Insurer (to better meet program requirements)
- Create real time appraisal collaboration between repairer and insurer
- Extend special services such as appraisals at a vehicle owner’s home or office over 3-G networks



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