

CollisionWeek

Fri, 12 Mar 2010

CynCast Shop Rating System to Headline CREW Webcast

The Collision Repair Executive Webcast (CREW) will welcome Doug Kelly, President of CynCast, to discuss his company's rollout of a single value collision repairer scorecard, called Shop Performance Value Rating (SPV Rating) on its next Webcast taking place on Thursday, March 25, 2010 at 11:00 a.m. Pacific Standard Time.

Kelly will be joined by Eddie Cheskis, CSO, Gerber Collision and Glass and Scott Wendel, APD Manager, Amica, both of whom served on the SPV Rating Steering Committee.

The concept behind the SPV Rating program is to provide a simple single value blending different key performance indicator (KPI) values. The program, which has been in development and testing for more than a year, is comprised of the following key metrics: severity, cycle time, estimate accuracy, CSI net promoter, I-CAR status and usage of a recognized management system that assures increased data accuracy.

The standard SPV Rating measures a repair shop's performance against the overall market average performance in the metropolitan statistical area in which they compete.

Erick Bickett of Fix Auto, Matthew Ohrnstein, of Symphony Advisors, and Vincent Romans, of The Romans Group, produce and present the semi-monthly, one-hour Webcast meeting.

Webcast attendance is free but reservations are required. If you are interested in joining the CREW webcast on Thursday, March 25, 2010 at 11:00 a.m. Pacific Standard Time or any future CREW session please contact Liz Stein at (714) 279-2027 or via e-mail at crew@fixauto.com