

ReconMasters

Customer Profile

- ReconMasters was founded in 1994
- Services provided – detailing, dent removal, wheel repair, headlight refinishing, windshield repair
- On-site services at 30 automobile dealerships; also retail services
- Over 20 employees plus 1099 contractors
- Based in Southern California

Business Challenges

- The company was drowning in paperwork, resulting in delayed billing and high administrative costs.
- Handwritten service estimates looked unprofessional and were prone to error.
- They had a low success rate in signing up new dealerships.
- The dealership service departments were not booking enough cosmetic services.

Recon Company Selects New System to Cut Costs; Revenue and Profit Surge

“We initially went high-tech because we were drowning in paper,” said Chad Adams, Operations Manager of ReconMasters. “It was taking weeks to create and send out invoices, and longer to collect on them. We were also swamped trying to do payroll and taxes. We had no idea where we were most profitable, where we were making mistakes or wasting resources. The massive amount of paperwork kept us from focusing on other important things, like growing the business.”

Manual Service Estimates Meant Lost Sales Opportunities

ReconMasters’ handwritten, paper-based process for estimating recon services had its own set of problems:

- Recon Masters inspectors handed Service Advisors a diagram of dents to be proposed for repair, requiring busy dealership employees to prepare the customer estimates;
- Estimates required manual calculations, resulting in errors;
- Slow turnaround time to provide estimates to customers meant lost sales opportunities.

From Paper Process to Process Automation

ReconMasters needed to take charge of increasing its revenue, and also needed automation to create accurate information that could quickly and easily be placed in front of the customer for a decision. They found what they needed in Recon Pro from AutoMobile Technologies.

Competitor Replacement Rate Increases Four Fold

“Recon Pro is a sure-fire profit center for us and for our dealerships,” continued Adams. “Before Recon Pro we were just another reconditioning vendor among many. We needed an edge just to get in the door and talk to dealership service managers, most of whom already had a recon company on site.”

“We have more than doubled our success rate in persuading service managers to replace their current vendor with us, thanks to Recon Pro.”

“We accelerated our cash receipts by two weeks, freeing up \$50,000 in working capital.”

“Our dealerships are delighted – increasing their revenue from cosmetic services a minimum of 20% a year, and an 8X increase at one dealership! That brought an extra \$100,000 a year in pure profit to the dealership!”

*Chad Adams
Operations Manager
ReconMasters*

Hi-Tech Sales Tactic Open the Door

After purchasing Recon Pro, the company started prospecting by sending service managers a few screen shots and a quick description of the features of the software.

“This high-tech tactic got their attention. Service managers were willing to meet with us to find out if there was substance behind what we claimed we could do. Once we did a short demo of this innovative software and explained how we could make them money and improve customer satisfaction — using technology and a no risk/ no hassle process — the deal was usually sealed,” concluded Adams.

Easy to Deploy and Easy to Train Users

ReconMasters, like most reconditioning companies, needed a software system that was easy to install, easy to maintain, and easy to use. Because the system works on both cell phones and handheld computers, they were able to get their technicians productive without an initial investment in new hardware. The Web-based portion of the system runs on AMT computers, so there was no installation of software and all software enhancements are handled by AMT. The graphical interface made it easy for the technicians to up and running in a matter of hours. AMT customized the software within a few days to reflect ReconMaster’s services, employees and customers.

The result – after an initial pilot at one dealership they are rolling out Recon Pro at all their locations. Recon Pro is now part of the package that they commit to each new dealership.



Car owners receive a printed work estimate within minutes after their vehicle is inspected, resulting in increased sales of cosmetic services.

Easy-to Read Reports, Easy-to Track Profits

Recon Pro produces a series of easy-to-read reports for the service manager that tracks costs to the customer, revenue to the dealership, commissions to the service writers, and any back-office amounts such as what to put on a service writer’s payroll or 1099 statement.

Tracking information generated by the Recon Pro software is integrated with QuickBooks and most other software systems, and is used by dealerships and by reconditioning companies to handle estimates and payroll.

Information is available at any time to both dealerships and recon companies on any PC. An “executive dashboard” provides simple graphs to highlight important business information.

About AutoMobile Technologies

AutoMobile Technologies develops software applications for auto reconditioning companies, new and used car dealerships, collision centers, and body shops. AMT products increase profits and reduce costs by providing better visibility into critical business measurements, improving customer service, and increasing the efficiency of back-office operations.

www.AutoMobileTechnologies.com