

The perfect start to an excellent finish

A guide to S.M.A.R.T. repairs



Small damages - big business opportunity

Why is S.M.A.R.T. so interesting?

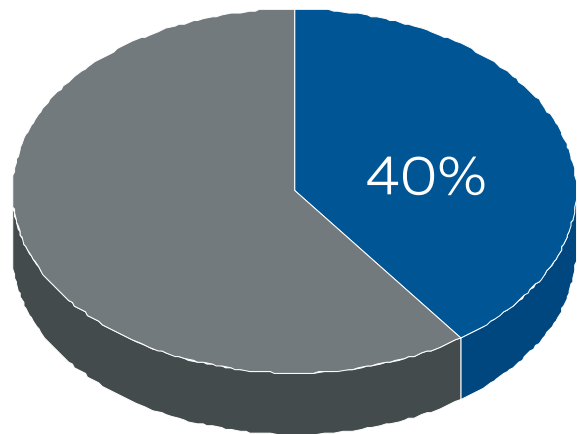
Our common goal is to attract and most of all to hold on to the customers by offering attractive and competitive repair solutions followed by increased satisfaction and customer loyalty.

S.M.A.R.T. offers a wide range of advantages for the dealer and the customer:

- easy, complete and cheap repair alternative
- improved customer satisfaction
- increased collision repair marketing possibilities
- improve insurance company relations
- increased resale value of used cars

Easy to do and inexpensive repairs

As regards costs and easiness, S.M.A.R.T. Repair is a very attractive and affordable offer to existing and potential customers – and a real opportunity for the dealer to successfully compete with the independent bodyshops and the increasing number of specialists.



More than 40% of the vehicles brought into a dealership for a routine service, actually require one or more S.M.A.R.T. repairs.

Customer benefits

By applying the S.M.A.R.T. repair method, the dealer will offer our customers a financially interesting solution – the repair of minor damages which can be executed without delay e.g. when the car is in service.

Marketing opportunity

Because the prices of S.M.A.R.T. repairs are so attractive to customers it is the ideal offer for PoS promotion and Direct Marketing to customers.

Direct Marketing

The simple fact that S.M.A.R.T. is promoted will give the dealership the chance to get the «unfaithful» customers back into the dealership.

We nevertheless know e.g. for windscreen repairs that only 30% of all cracked windcreens can be repaired. This means in 70% of all cases we will still sell the parts.

PoS promotion

Market surveys tell us that more than 40% of the vehicles brought into a dealership for a routine service, actually require one or more S.M.A.R.T. repairs. If the Service Advisor is actively offering S.M.A.R.T. repairs he can convert these repairs into increased profits for the dealership.

Insurance company relations

An increasing number of insurance companies require less expensive methods and repairs.

An example: The repair of damage caused by hailstorm. The paintless dent removal technique allows you to repair this type of damage at a relatively low cost, which perfectly meets one of the key objectives of the insurance companies – cost reduction.

Even if not all S.M.A.R.T. repairs are refunded by the insurance companies, the simple fact that this type of low cost repair is being promoted will contribute to a positive image and improve relations with the insurance companies.

Resale value of used cars

Most used cars have minor body damages which won't be repaired using conventional repair methods because of cost issues. Using S.M.A.R.T. techniques for these repairs will increase the resale value of the car (as well as keeping the S.M.A.R.T. technician well trained).

How Ford is supporting the S.M.A.R.T. strategy

S.M.A.R.T. tooling and training has been evaluated and is ready for launch

S.M.A.R.T. introduction strategy is based on pilot experiences

Complete SMART tooling and training “package” is designed for "new dealer entries" as well as for dealers with existing equipment

S.M.A.R.T. tooling

- Own brand references
- Customer support tested
- Products have been field tested
- Supply channel has been tested
- Logistics have been tested

S.M.A.R.T. training

- Technical training program established and tested
- Training program can be evaluated and retraining can be organized
- Training strategy for dealers who already have equipment is in place
- **Cross selling training material** for Service advisors is available in all markets
- **FCJ (Fix content job) menus** for S.M.A.R.T. repairs have been developed, piloted and can be implemented in all markets
- **The Collision SMILE software** (which supports the service advisor in the reception process as well as the printing of PoS material) has been developed and piloted in Germany; releases for other markets can be included in the next update of the SMILE software

The complete S.M.A.R.T. implementation package

1 - Implementation plan

The implementation plan printed in this brochure has been developed based on the results from past S.M.A.R.T. projects within Ford of Europe.

Please take this plan as guideline for your local S.M.A.R.T. launch or relaunch.

2 - S.M.A.R.T. tooling

SMART tooling and consumables supplier have been tested within Ford of Europe, TSO. Products have been approved and are offered through Ford Service Equipment (FSE) at competitive pricing.

3 - S.M.A.R.T. training

All dealerships - whether they already have tools or not - are entitled to technical training. Training can be performed by the NSC, the supplier or both. The tooling supplier has guaranteed a maximum waiting period of 6 weeks for the dealerships until the training is performed.

The training package contains a follow up training after 12 months.

4 - Service advisor training

To get the most value of S.M.A.R.T. it is recommended for service advisors to follow the cross selling training course which in future will include the usage of the Collision Smile Tool.

5 - S.M.A.R.T. menu pricing

Menu pricing FCJ's have been created for S.M.A.R.T. repair jobs which can be loaded into the dealers DMS. Additional infos regarding this subject will follow shortly.

6 - Collision Smile software

The Collision Smile software includes the promotion and PoS usage of S.M.A.R.T. menus . It will be available for selected markets for the next Smile update. You will receive additional information regarding this powerful tool shortly.

S.M.A.R.T. package

Plastic repair

Tooling

For the repair of holes, tears and scratches in dashboards, seats and other plastic, leather or vinyl interior parts as well as the repair of torn and scratched bumpers and other textured plastic

Training

Course: TC5011018H
Repairing plastic parts

Fundamentals, identification of plastics and bonding and joining techniques. Thermoelastic straightening. Gluing, fundamentals and repair procedure. Welding, fundamentals and repair procedures for welding using hot gas drawing and hot gas fanning. Interior trim repairs.

Training available with purchase of equipment or for authorized repairers with equipment in place.

Duration: 2 days

Retraining: 1 day (12 months later)

Training guides: available in 17 languages

TTT: available across Europe free of charge

Training performed by: NSC or supplier

Guarantee: Training performed within 6 weeks



S.M.A.R.T. package

Spot repair

Tooling

Minor damages such as cratched/scuffed paint can be repaired using the spot repair technique.

Training

Course: TC5013034H
Paint work repair techniques

Diagnose paint damage and defects. Become familiar with various paint repair methods and techniques suitable for cost effective rectification of paint damage and defects. Rectify paint damage or defects with various polishing techniques. Define the correct repair procedure for spot repair and carry it out in practice. Cosmetic repairs to the paint surface.

Training available with purchase of equipment or for authorized repairers with equipment in place.

Duration: 2 days

Retraining: 1 day (12 months later)

Training guides: available in 17 languages

TTT: available across Europe free of charge

Training performed by: NSC or supplier

Guarantee: Training performed within 6 weeks



S.M.A.R.T. package

Windscreen repair

Tooling

For the repair of cracks, bullseyes, starbursts, etc. in laminated windscreens

Training

Course: TC5011014H
Glass repair techniques

- Glass types, manufacture, structure and breakage characteristics.
- Diagnosing scratches.
- Tools and preparation for repairing scratches.
- Repairing scratches.
- Diagnosing stone damage.
- Tools for repairing stone damage.
- Repairing stone damage.

Training available with purchase of equipment or for authorized repairers with equipment in place.

Duration: 1 day

Retraining: 1 day (12 months later)

Training guides: available in 17 languages

TTT: available across Europe free of charge

Training performed by: NSC or supplier

Guarantee: Training performed within 6 weeks



S.M.A.R.T. package

Paintless dent removal

Tooling

For the removal of soft dents without the need to repaint the finished repair

Training

Course: TC5011015H ST 44/11
Body panel repairs

Methods of repairing body panels. Repair without paint damage (3 day course). Repair with paint damage (2 day course)

Training available with purchase of equipment or for authorized repairers with equipment in place.

Duration: 3 days (repair without paint damage)

Retraining: 2 days (12 months later)

Training guides: available in 17 languages

TTT: available across Europe free of charge

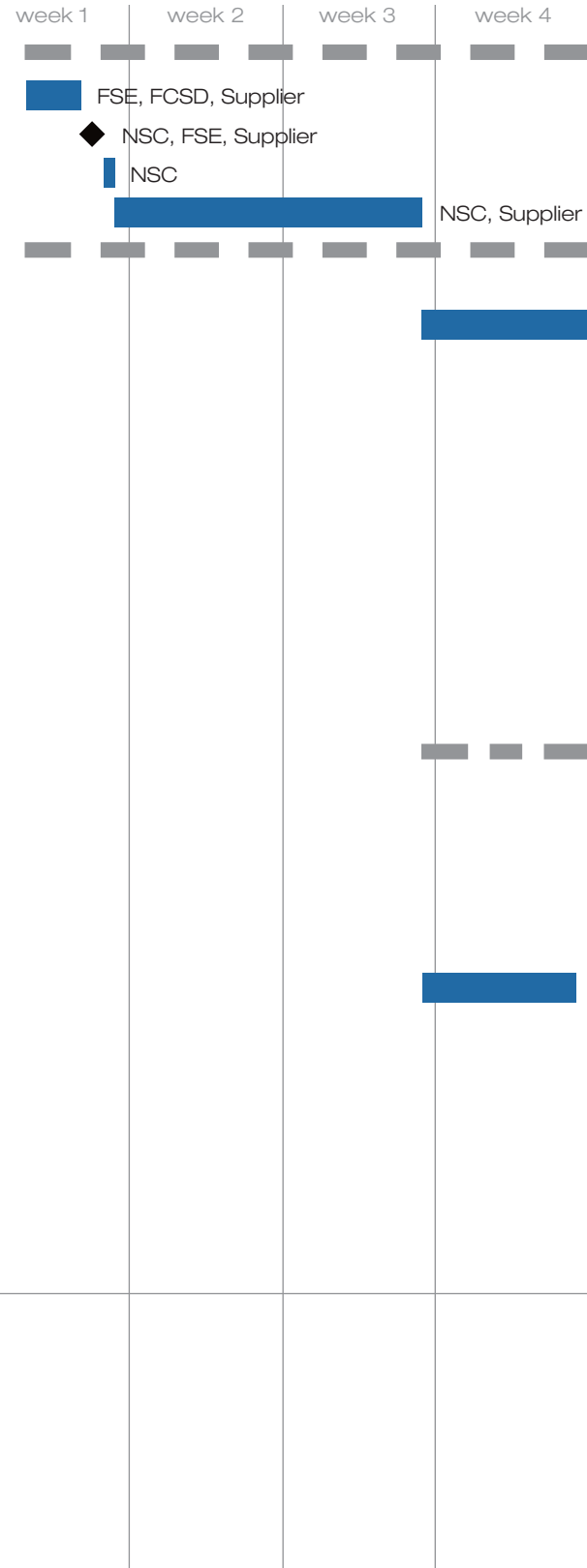
Training performed by: NSC or supplier

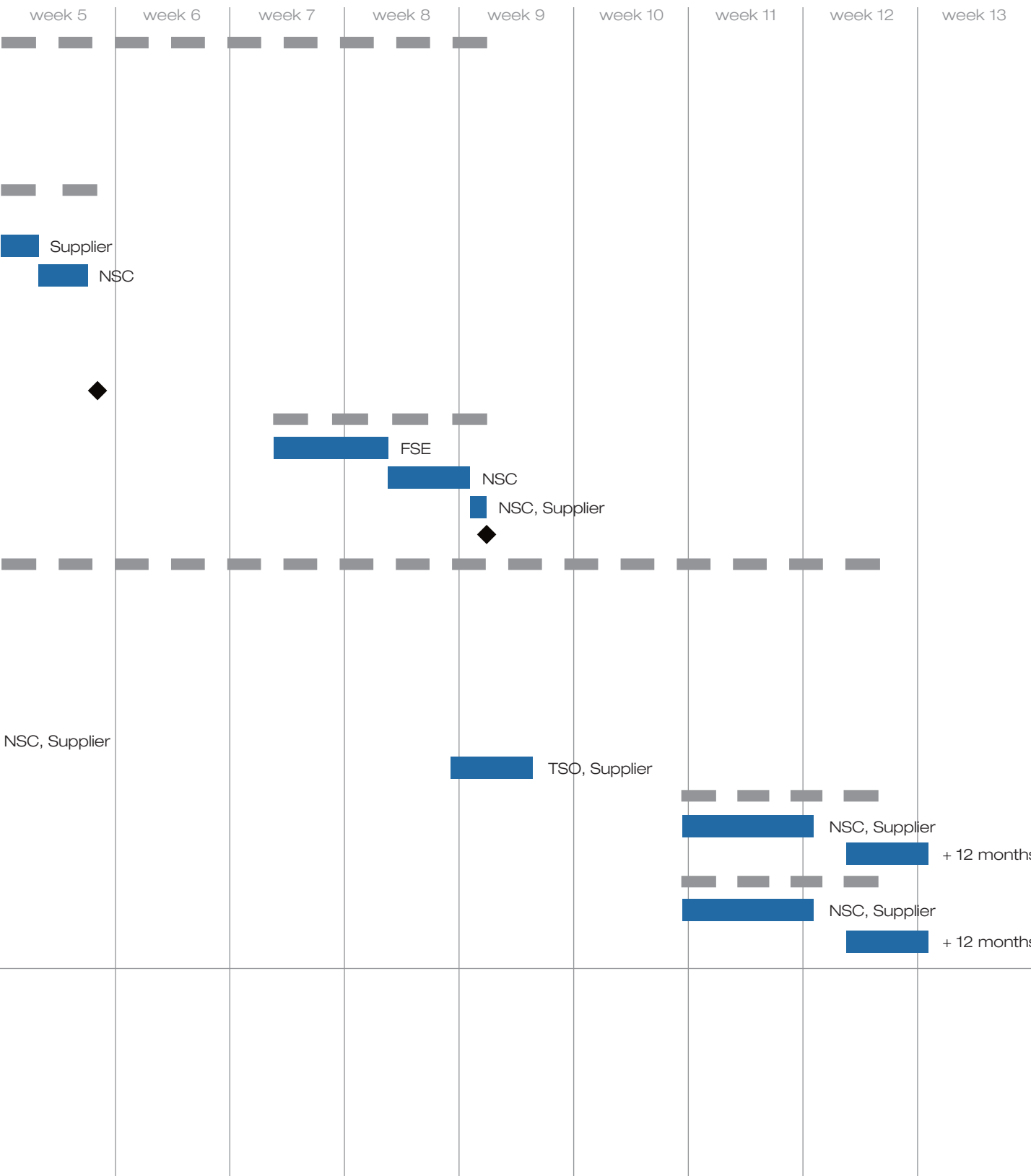
Guarantee: Training performed within 6 weeks



Local implementation plan / check list

| | | |
|----|---|----------|
| 01 | Establish local program | |
| 02 | Develop local product content | 2,5 days |
| 03 | Market introduction meeting | 0,5 day |
| 04 | Establish program coordinator | 0,5 day |
| 05 | Local implementation issues (Cost and training) | 14 days |
| 06 | Equipment documentation | |
| 07 | Develop sales material | ✓ |
| 08 | Translate sales material | 10 days |
| 09 | Review sales material | 3 days |
| 10 | Develop user manual specifications | ✓ |
| 11 | Develop user manuals | ✓ |
| 12 | Translate user documentation | ✓ |
| 13 | Documentation complete | |
| 14 | Dealership introduction | |
| 15 | Promotional mailing | 7 days |
| 16 | Zone manager follow up | 5 days |
| 17 | Demonstrations on dealer meetings | 1 day |
| 18 | Smart repair implementation complete | |
| 19 | Training | |
| 20 | Develop technical training | ✓ |
| 21 | Develop cross selling training | ✓ |
| 22 | Develop training materials | ✓ |
| 23 | Translate training material | ✓ |
| 24 | Finalize training materials | ✓ |
| 25 | Order training school equipment | 5 days |
| 26 | TTT session | 5 days |
| 27 | Dealers buying equipment | |
| 28 | Training according to TSO guide | 8 days |
| 29 | Retraining (12 months later) | 5 days |
| 30 | Dealers who already have equipment | |
| 31 | Training according to TSO guide | 8 days |
| 32 | Retraining (12 months later) | 5 days |
| 33 | Cross Selling Training | |
| 34 | Perform dealer training | |
| 35 | S.M.A.R.T. menus | |
| 36 | Introduction of menus into the DMS | |
| 37 | Collision Smile software | |
| 38 | Define implementation plan with FCSD-E | |
| 39 | Introduction of Collision Smile at Dealer Level | |





Task
 Milestone
 Summary



Ford Customer Service Division Europe
Collision Repair Marketing - MW/GM-M51