Implement with Precision

ANTHONY ALLEN on how to better introduce DVIs.

FOR SAVING TIME within the garage—even 2-3 minutes—the digital inspection is pivotal because most shops that are doing things the old-fashioned way—they're using paper, a clipboard, passing it around from the front to the back, from the back to the front, having conversations—we can eliminate all of that if we're digitally sending pictures and videos around the shop. Two tablets, two cell phones, and I don't need to have a conversation with my lube tech for 15 minutes or explain to him what it is if I have that visual: *Oh, I can see right here, this is the problem. I'm going to put my master tech on this job and we'll get it done by 11: 30.*

I also don't need to waste time on getting approval on said work. We send those images to the customers, so that instead of a 10-minute call or we play phone tag, they can just text you, "Yeah, just get it all done today, please. I just want my car back." Lightning fast is what we really thrive on. I think that's all part of that workflow.

When shops are looking to add a process or a tool like a digital vehicle inspection, I think people who either aren't using them or just start using them get the concept, and some of the reasons why that might be helpful, but then they either try it and don't implement all the way, or have a hard time getting teams on board and they don't see those gains right away. A lot of shops, when they purchase a DVI system, they see first and foremost the financial ROI that they could achieve, and then their technicians don't use it to the full effect. We take that into consideration. We usually try to get a minimum mandatory number of photos, whether it's seven photos, eight photos—just a start, because we want these guys to take off and for it to become muscle memory at a certain point. Because it is a touch-and-feel type of a product, in comparison to some of our other technologies that are more automated (set-it-and-for-get-it mentality), you might think there will be struggles.

The big fight is typically, "Oh, it's going to make things slower." It's quite the contrary. They save a significant amount of time, but of course those first few are slow. It's just getting people to be more open minded, so we take that into consideration when we do the training on those.

You really have to take the time and invest in this. Invest the minimal amount of time it takes to get these hooks in these guys so that they are doing these inspections or using these technologies, because the only way you're going to go from a $900,000-annual-revenue shop to $1.6 million with the same amount of guys and cars, is with DVI and CRM and and things of this nature. So, it's acknowledging that and saying, "You're right and it does need to be fixed." You need to say that, at a certain point, even if you are making more money year-over-year.

Any process and system change in a shop is difficult with technicians, particularly when they're flat rate and they feel like they're already efficient. They feel like they can churn out work and they just want to focus on those high-ticket items. Even in the demonstration process of the technology, we pull in technicians to these demos just to get that buy-in. We do that because we're seeing more and more now in the marketplace people that have used the DVI and threw it away. The tablets are sitting in a cabinet somewhere, and they don't want to go down that road again, but they realize they have to. So it's getting their staff more involved in that process, instead of just saying, "I'm the owner, do it." These technicians are in high demand, and the biggest factor is the owner or managers being afraid to piss off those technicians because they don't want to lose them. We understand that process, but there are things we can do, even from the education of what the product does, before they actually sign on to help curb that.

← **Anthony Allen** *has over 20 years of enterprise sales experience, joining Bolt On as a Director in 2020. Providing shop owners with an alternative way to manage their car counts, prioritize their data, and ultimately reduce burn out in the shop is his highest priority.*

BOLT ON TECHNOLOGY