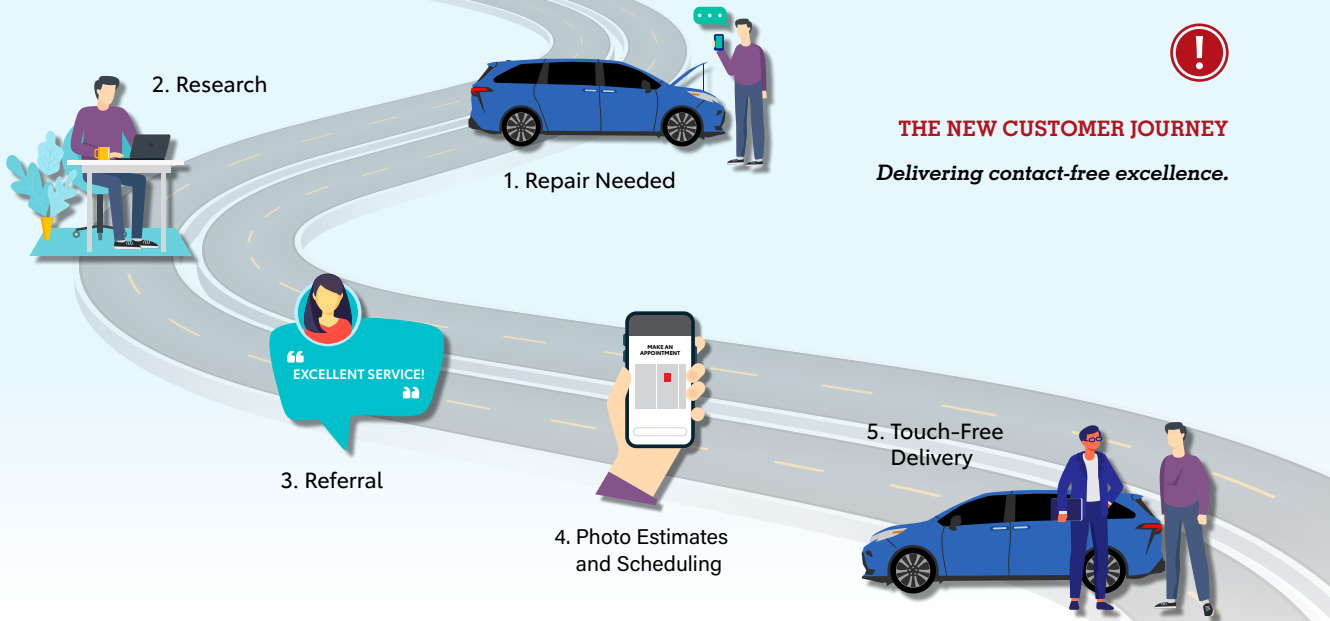




THE NEW CUSTOMER JOURNEY

Delivering contact-free excellence.



AUTOMOTIVE REPAIR RECOVERY

RESILIENCE IN A TIME OF CHANGE



The COVID-19 pandemic—and all the lifestyle changes that have come with it—has accelerated change in the automotive industry, including collision repair.

Companies are enabling employees to work remotely and distance learning is required in K-12 public schools. Occupancy rates for office buildings are down 30% nationwide.¹ These shifts have contributed to a 14% drop in national miles driven.²

As more customers move to digital interactions and vehicle technology rapidly evolves, it's important to consider how your shop can adapt to new ways of doing business. Advanced Driver-Assistance Systems (ADAS) continue to improve the driver's ability to react to dangers on the road, and claim frequency for all coverages has already been slowing. Now, with fewer vehicles on the road, vehicle repair counts may be down between 15-20% in 2021.¹

SUCCESS IN OUR NEW BUSINESS ENVIRONMENT

Parts manufacturers, distributors and auto repair shops have been classed as an essential service. Many shops have implemented parts procurement and logistics technologies to minimize the need for face-to-face transactions with suppliers. Shops also use technology to provide their customers with a quality, touch-free service experience. Review *Collision Pros* Issue 2 article, "[New Technologies and Best Practices—Contact Free Customer Experience](#)", for technical solutions to new challenges in your shop.

SHIFTING CONSUMER BEHAVIOR DRIVES BUSINESS CHANGE

Today, more and more consumers are finding an automotive repair facility via an online search. Therefore, it's critical for your shop to have a solid online presence with active social media posts and positive Yelp reviews.

If you haven't already, now is the time to establish and build your social media presence. In past issues of *Collision Pros*, you'll find a series of articles that guide you through the basics. From managing your Yelp presence and setting up a Facebook page to managing reviews and creating quality posts, these articles can

help you build a following, create advocacy and build business:

- [THE POWER OF SOCIAL MEDIA: PART 1](#)
- [THE POWER OF SOCIAL MEDIA: PART 2](#)
- [READY! SET! ENGAGE! THE POWER OF SOCIAL MEDIA: PART 3](#)

Social media is the foundation of your online presence, but your ability to provide quick, accurate and competitive estimates is essential. At this year's MSO Symposium, a recent survey indicated that 25% of respondents identified estimated price as the most important factor in choosing a repair facility.³ While the rise in photo estimates may simplify the process for the customer, there are some challenges in ensuring accuracy and customer satisfaction. The *Collision Pros* article "[Photo Estimates—Tips for Working with Customers](#)" provides guidance in helping your customers with photo estimates.

EMBRACING CHANGE

Pivoting quickly has positioned repair shops to reap the opportunities. As you adjust your business, in the post-COVID world, customers may remain cautious and seek the safe, sanitary and reliable service that your shop provides. 📞

All story footnotes can be found on page 13 or [CLICK HERE](#).



DISCLAIMER: THIS TRAINING IS JUST ONE RESOURCE AVAILABLE TO DEALERS AND THEIR ASSOCIATES. COLLISION REPAIR CENTERS ARE FREE TO USE OR NOT USE THIS RESOURCE. OF COURSE, OUR DEALERS ARE RESPONSIBLE FOR ALL EMPLOYMENT DECISIONS RELATING TO THEIR EMPLOYEES INCLUDING ALL RECRUITING, HIRING, RETENTION, DEVELOPMENT, DISCIPLINE AND TERMINATION DECISIONS.

FOOTNOTE for ALL-NEW 2021 TOYOTA SIENNA:

1. Installation of a tow hitch receiver or other accessories located near the rear bumper may require disabling or removing the kick sensor, and the sensor operation setting in your vehicle should be turned off. Water, weather, dirt, and other conditions also may cause the sensor to not operate properly or to operate unintentionally. See Owner's Manual for limitations.
2. Rated for 1500 watts shared between both outlets. See Owner's Manual for additional limitations and details.
3. Toyota Safety Sense™ effectiveness is dependent on many factors including road, weather and vehicle conditions. Drivers are responsible for their own safe driving.
4. The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness is dependent on many factors, including road, weather and vehicle conditions. Feature availability may vary by vehicle and trim.
5. Dynamic Radar Cruise Control (DRCC) is designed to assist the driver and is not a substitute for safe and attentive driving. System effectiveness is dependent on many factors, including road, weather and vehicle conditions. Feature availability may vary by vehicle and trim.
6. Lane Departure Alert (LDA) is designed to read visible lane markers under certain conditions and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. System effectiveness is dependent on many factors, including road, weather and vehicle conditions.
7. Automatic High Beams operate at speeds above 25 mph. Factors such as a dirty windshield, weather, lightning, and terrain limit effectiveness, requiring the driver to manually operate the high beams. Feature availability may vary by vehicle and trim.
8. Lane Tracing Assist (LTA) is designed to read visible lane makers and detect other vehicles under certain conditions. It is only operational when DRCC is engaged.
9. Do not rely exclusively on Road Sign Assist (RSA). It is not a substitute for safe and attentive driving. System effectiveness is dependent on many factors, including road, weather and vehicle conditions. Feature availability may vary by vehicle and trim.
10. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection and range of the monitor. See Owner's Manual for additional limitations and details.
11. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection and range of the system. See Owner's Manual for additional limitations and details.
12. Hill Start Assist Control is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgement and practices. Factors including speed, grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control.
13. Airbag systems are Supplemental Restraint Systems and are designed to inflate only under certain conditions and in certain types of severe collisions.
14. At speeds of 9 mph or less, Front and Rear Parking Assist with Automatic Braking (PA w/AB) is designed to assist drivers in avoiding potential collisions with nearby static objects when the vehicle is in Drive or Reverse and approaching crossing vehicles when the vehicle is in Reverse. Do not overly rely on PA w/AB. Always look around outside the vehicle and use mirrors to confirm clearance. Certain vehicle and environmental factors, including an object or vehicle's shape, size and composition, may affect the system's effectiveness.
15. The Panoramic View Monitor does not provide a comprehensive view of the area surrounding the vehicle. You should also look around outside your vehicle and use your mirrors to confirm surrounding clearance. Environmental conditions may limit effectiveness and view may become obscured. See Owner's Manual for additional limitations and details.

FOOTNOTES for AUTOMOTIVE REPAIR RECOVERY:

1. CCC Information Services Inc. (2020)
2. U.S. Department of Transportation (2020)
3. 2020 MSO Symposium trend review: Beyond Consolidation: What is Driving the Economy and Investor Interest in the Collision Industry Today

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Wholesale Parts

