



# Mitchell RepairCenter™ Customer Experience Management

POWERED BY AUTOCHEX

## DRIVE CUSTOMER SATISFACTION

We know how important your customers are to you and how hard you work to turn a stressful and frustrating event into a great collision repair experience. **RepairCenter Customer Experience Management (CEM)** delivers accurate and impartial customer satisfaction results quickly, so you get a clear picture of your customers' experience immediately after the repair and can proactively resolve any issues.

## STAY CONNECTED

The user-friendly CEM reporting module gives you control over the type of customer satisfaction data you receive, how often you receive it, and how it is delivered to you. Dynamic reporting provides "real-time" data that you can trust as the basis for your most important business decisions. And CEM's automated reports and alerts keep you connected to your satisfaction results—so you can stay connected to your customers.

RepairCenter CEM empowers you to move the needle on your customer satisfaction by providing the tools you need to:

- Improve communication and your connection to your customers
- Resolve customer issues proactively
- Identify improvement opportunities and prioritize operational enhancements
- Compare CSI (customer satisfaction indexing) results against peers
- Enhance DRP relationships with insurance carriers

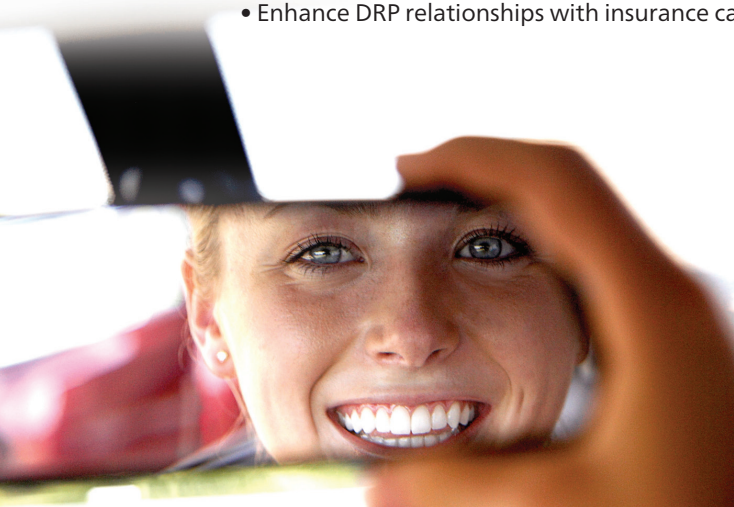
Fine-tune your customer service processes with RepairCenter CEM and improve your customer satisfaction so you can leverage both as essential differentiators for your business through your marketing efforts. At the same time, your customers enjoy a repair experience that is second to none and are more likely to spread the word, helping you to maximize your repeat and referral business. That's a winning formula to drive growth and success for years to come.

## YOUR LINK TO BUILDING CUSTOMER SATISFACTION AND LOYALTY

RepairCenter CEM is your direct line to the voice of your customers. Listening to their feedback is the best way to improve daily processes and consistently deliver the best possible repair experience. Your customers and insurance partners demand the best. The insights you gain through your CSI data empower you to exceed expectations and help to ensure that you've done everything within your power to make certain your customers are completely happy.

Powered by AutocheX, RepairCenter CEM is based on over 20 years of leadership in customer satisfaction measurement, reporting, analysis, and research. We measure satisfaction both on behalf of independent shops and across a broad spectrum of major insurance DRPs. No other CSI vendor can provide such a comprehensive picture of your customer satisfaction.

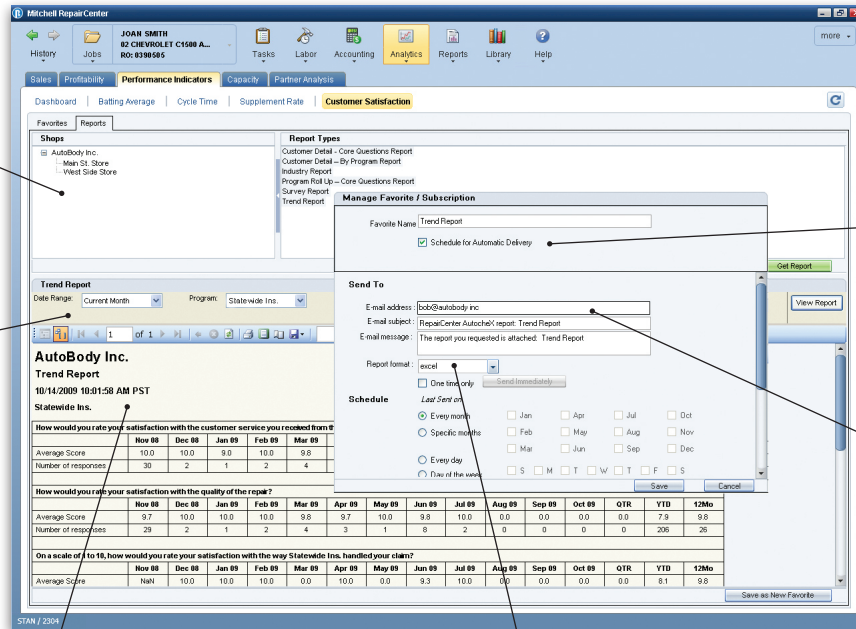
The logo for 'm powered', with a blue lowercase 'm' in parentheses followed by the word 'powered' in a lowercase, sans-serif font.



# At-a-Glance: Inside the RepairCenter CEM Experience

**MULTI-STORE CAPABILITIES**  
Reporting hierarchy can be tailored to multi-store operators; results are aggregated and displayed to your specifications.

**DYNAMIC REPORTING**  
Daily results allow you to manage performance as frequently as needed.



**CUSTOMIZED REPORTS**  
You determine the exact information you want to receive and the frequency of delivery — save your custom reports as Favorites and automate delivery directly to your email inbox.

**REAL-TIME CUSTOMER ALERTS**  
You receive notification of poor survey results within 24 business hours of the interview so you can respond to problems quickly to retain customers.

**COMBINED PROGRAM RESULTS**  
If you participate in independent and/or multiple DRP programs, you can see results from all programs in one easy-to-read report.

**COMPATIBILITY**  
Export your reports to Microsoft® Excel® and a variety of other popular formats; get the most value out of your CEM data by combining with other key metrics, creating internal scorecards, etc.

## In addition to advanced yet easy-to-use reporting features, the CEM solution includes:

<b>Survey questions</b>	Proven to reveal the primary drivers of satisfaction with the repair experience
<b>Impartial data</b>	Your customers will tell us things about their experience they may not tell you
<b>Professional telephone interviewers</b>	Collect accurate and consistent information without inconveniencing your customers
<b>Real-time alerts</b>	Notification when a customer responds negatively to a survey
<b>Industry-leading benchmarking information</b>	Compare your results against your peers and competitors

The best way to learn more about **RepairCenter CEM** is to see it in action. Contact us for a demo today.  
Call: **800.238.9111** | Visit the RepairCenter website: **www.mitchellrepaircenter.com**  
Email us: **RepairCenterInfo@mitchell.com**

# mitchell

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