Auto Physical Damage

Mitchell Expands Intelligent Estimating to Collision Repair Market

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3 MIN READ

Crash Champions becomes the first multi-site operator (MSO) to make the new technology available across its U.S. network

SAN DIEGO, Calif.—Mitchell, a leader in the development of innovative auto physical damage technology solutions, today announced the release of Mitchell Intelligent Estimating for U.S. and Canadian MSOs and independent collision centers. Already relied upon by North America's leading auto insurers, the solution uses vehicle-damage photos to automatically generate a preliminary estimate in minutes, helping to streamline the appraisal process and improve estimator productivity and consistency.

Crash Champions, one of the nation's fastest-growing, founder-led collision repair providers, is the first MSO to make Mitchell Intelligent Estimating available across its U.S. network of more than 650 collision centers in 38 states and Washington, D.C. The successful deployment builds on the two companies' continued collaboration to reimagine the vehicle claims process and deliver a premier customer experience using the latest technology.

"Mitchell Intelligent Estimating helps to improve the customer experience by connecting our Service Advisors to the technology they need to help them build best-in-class estimates and repair plans," said Mark Miller, chief information officer of Crash Champions. "After testing the solution and receiving real-world feedback from our team members, we decided to quickly expand its use across our entire network. As vehicle technology continues to innovate, we're committed to investing in the latest solutions like Mitchell's, which assist our team members in delivering a consistent, high-quality repair experience to every Crash Champions customer and business partner."mitchell intelligent estimating dashboard laptop and estimating photos tabletAvailable as an add-on to Mitchell Cloud Estimating, Mitchell Intelligent Estimating combines AI with Mitchell's cloud ecosystem, open platform, intellectual property and data. From uploaded photos of vehicle damage, it makes it possible for an initial appraisal to be generated automatically that estimators can then review, edit and submit. This workflow gives repairers more control over the final estimate while helping them:

- Save time by reducing the manual effort required to prepare a preliminary estimate.
- Promote greater consistency across estimators by standardizing the repair blueprinting process.
- Optimize estimator productivity by freeing up seasoned appraisers to focus on more complex scenarios.

“MSOs and independent collision centers are under increasing pressure to improve productivity while delivering a proper and safe repair,” said Debbie Day, executive vice president and general manager of Mitchell. “Mitchell Intelligent Estimating was designed to address that challenge by automating and optimizing a key step of the repair process. Crash Champions has long been at the forefront of innovation in collision repair, and we are proud to support its continued commitment to advancing the industry through this nationwide deployment.”

For more information, visit the Mitchell website or stop by the Mitchell booth at SEMA (#35171 in the South Upper Hall).

About Mitchell, an Enlyte Company

Mitchell International, Inc. is a leader in the development of innovative auto physical damage technology solutions. Combining decades of experience with an open platform, proprietary data and intelligent, cloud-first applications, we help insurance carriers, collision repairers and vehicle manufacturers protect dreams and restore lives. Each day, more than 20,000 organizations rely on Mitchell to support the efficient management of claims and safe return of consumers to the road. For more information, follow Mitchell on Facebook or LinkedIn.

About Crash Champions

As one of the fastest growing and most exciting brands in the industry, Crash Champions is the largest founder-led multi-shop operator (MSO) of high-quality collision repair service in the U.S. The company, which also operates the growing Crash Champions LUXE | EV Certified brand of highline and luxury EV repair centers, services customers at more than 650 state-of-the-art locations in 38 states across the U.S. Crash Champions was founded in 1999 as a single Chicago repair center by industry veteran and 2023 EY Entrepreneur of the Year Midwest award winner Matt Ebert. For more information, and to locate a local repair center, visit www.crashchampions.com. For career opportunities, visit careers.crashchampions.com.

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