



GATR VOLVO GMC IS ENHANCING BODY SHOP OPERATIONS AND USED TRUCK SALES WITH MVASIST.



“With MVASIST, the service management platform, we are able to produce accurate estimates for body shop repairs and enhance our accountability with the dealership’s used truck sales department. This leads to better decisions and generates profits by being able to price used trucks more effectively.”

Scott Harter,
Body Shop Foreman,
GATR Volvo GMC

GATR Volvo GMC of Sauk Rapids is a full service dealership that has been serving customers in central Minnesota for over 30 years. The dealership’s offerings include new and used truck sales, a service department staffed by highly trained, certified technicians, an extensive Parts Department and a wash and detail facility. Also on site is a Body Shop equipped and staffed to make repairs ranging from fixing small scratches to total rebuilding of chassis and bodies.

NEEDS

SELLING MORE EFFICIENTLY - Justifying repairs and making effective decisions about work that needs to be performed on used trucks taken in on trade by the dealership’s sales department was a challenge for GATR. Knowing what the complete cost of necessary and optional repairs would be up front was seen as a means of enabling the used truck sales department to make better decisions and would lead to being able to price and sell used vehicles more effectively and profitably.

SOLUTIONS

In May 2007, GATR Volvo GMC adopted the MVASIST Service Management Platform. Developed through a partnership between Decisiv and Volvo Trucks, MVASIST is designed to help fleet service managers improve communications, control costs and maximize uptime. With MVASIST in place, GATR conducted on-site process, customization and application training for managers and frontline personnel who will use the application.

- The dealership’s body shop immediately began using the platform to generate precise estimates for the used truck sales department.
- Through active participation in training and MVASIST 20-Group meetings, GATR’s understanding of MVASIST grew exponentially. The body shop quickly expanded its use of MVASIST by customizing the application to create over 60 custom operations related directly to that department.
- The GATR Body Shop now uses MVASIST to create a required estimate on every vehicle that comes into the facility.

RESULTS

The GATR Volvo GMC Body Shop is now realizing two key benefits from its growing use of the MVASIST platform.

ENABLING EFFECTIVE PRICING - When a truck is traded in the Body Shop can accurately and quickly estimate the work it needs. This enables the used truck sales department to make a better decision as to what work to perform and more effectively price the vehicle for sale.

BOOSTING PROFITABILITY - By pricing used vehicles more effectively based on repair work that needs to be performed, GATR is able to quickly wholesale trucks that require more work than can be justified and properly price vehicles it decides to place in its inventory. More effective pricing leads to realizing an inherent savings and enhanced profitability.

“At the GATR Volvo GMC Body Shop, internal and external customer satisfaction is our number one goal. With the MVASIST platform, we can make sure we exceed their expectations and provide services in a highly professional manner.”

Scott Harter
Body Shop Foreman
GATR Volvo GMC

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