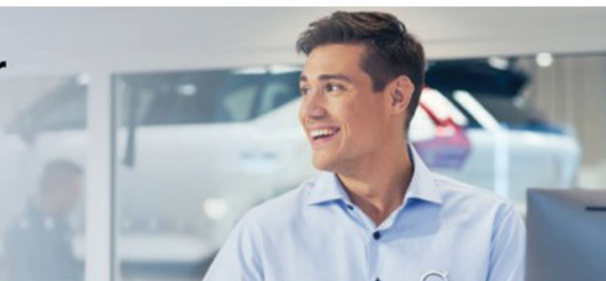


# Customer Service Spotlight

AUGUST 2020



## RepairLink Field Report

### JOHN TOOMEY AT BOSTON VOLVO CARS

For decades, John Toomey and the team at Boston Volvo Cars have been leaders in tapping the profit potential from the wholesale parts market. Now that the new RepairLink program has been live for a couple of weeks, Customer Service Spotlight reached out to John for some initial impressions.



**Customer Service Spotlight (CSS):** John, you were an early adopter of CollisionLink, is that what got you interested in RepairLink?

**John Toomey:** We went on CollisionLink about four years ago and we showed great results. That's why I've been pushing for RepairLink. I've been on it a few weeks now and I've got 45 shops signed up that reached out and latched onto us as a supplier for Volvo parts. One of the biggest ones I saw on there was CarMax. They use RepairLink because they have multiple lines of cars, but they never had a Volvo vendor. So, one of them reached out to me and said they'd been looking for a Volvo vendor.

**CSS:** What about from a ROI standpoint?

**Toomey:** Logistically and realistically, it's costing me \$219 a month to be on the program, but the ROI with the wholesale comp on some of the parts that are going out to these accounts, when it does get up and running, it's going to pay for itself, plus! So, it was kind of a no-brainer.

**CSS:** How are you marketing it?

**Toomey:** We turned it on around July 4 and within two or three days I started getting emails saying that 'so-and-so has chosen you as their preferred vendor.' I also sent out an email blast to all of my mechanical wholesale accounts telling them that we were going to

**CSS:** What about operationally, is the system easy to use?

**Toomey:** It's very, very easy to use. Especially if you've been on Collision link, it's more or less the same setup. I can set their pricing levels within RepairLink to mirror my DMS, so they'll get the same pricing. Timewise, it's going to save us a ton of time. Independent shops can even use their mobile phones. They're out at the junkyard and realize they need a ball joint. They can go into RepairLink on a mobile phone and send a part number to us by email.

**CSS:** How has the support been from RepairLink?

**Toomey:** I have a person that reached out to me when I signed up. The service is great. When I decided to do the original email blast announcing the program, he helped put together a nice PDF for me, customized it with our logo and phone numbers, and that's what we ended up sending out to our accounts. And the Wholesale Portal actually extracted the data and sent the email out for me. So, everybody's working together! If we all work together like that it's flawless. All I had to do was come up with the ideal