

THE WOW news



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We're Back!

By: Mark Gershkovich

We are excited to announce that the Boyd Group has re-launched its WOW News newsletter!!

Those of you who have been with the company for a while will remember our WOW News. It's been a long time coming, but we are thrilled to reintroduce the quarterly WOW News!

The WOW news is a chance for us to share company information, give updates, and share ways in which we are WOWing our customers and employees.

We are also happy to provide our Spanish-speaking employees with a digital Spanish edition of WOW News.

It can be viewed at:

<http://www.boydgroup.com/wownews>.

También estamos complacidos de ofrecer a nuestros empleados hispano-hablantes una edición digital en español de WOW News. Se puede ver en:

<http://www.boydgroup.com/wownews>

This newsletter is for *you*, so please feel free to submit your WOW star stories as well as topics you think should be covered by the WOW News. Your stories may possibly be featured in an upcoming issue! While we can't include all content submitted, we will be sure to review everything.

We're happy to be back and look forward to keeping you up-to-date on the WOW news at the Boyd Group! 

Developing a Habit that Lasts

By: Simeen Kazmi

Many people have heard the theory that it takes 21 days to build a habit. It states that by simply completing a task daily for 21 days, you can develop a habit that will last. And while there is a chance that may work for some, more likely than not, when those 21 days are up you're no more committed to that

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Undeliverable mail please return to:
 Gerber Collision & Glass
 Attn: Michelle Anderson
 500 W Lake Street, Elmhurst, IL 60126





Greetings Team!

A message from Brock Bulbock
President & CEO of The Boyd Group

I'm sure you are as excited as I am that the WOW News is back. It's a great way for us to stay connected and stay informed on all that's been going on within the Boyd Group and within our various businesses and brands.

On that note, I'd like to share some exciting news.....

Firstly, we recently crossed \$1 billion in annual sales. We should all feel very proud as this is a big milestone achievement for us!

We have also embarked upon a network wide roll-out and certification of the WOW Operating Way and thus far we have trained and certified over 45% of

all our locations. The early results are very exciting, with certified shops, as a group, outperforming other shops in all key operating metrics. In fact, we have many certified shops that are achieving amazing performance metrics..... like 5-6 day LOR (length of rental)..... NPS (net promoter scores) as high as 90 to 100%..... and short repair percentage completion rates of 85% or more!

I want to thank each and every one of you for the key role that each of you play in achieving these great results. Together, with our Mission and Goal, including the WOW Operating Way, we are going to change the industry, and

I am so very proud to be on the same team with all of you.

There is so much more that we can.... and will..... accomplish, if we continue to believe and trust in our Mission, Goal, and the WOW Operating Way. Let's all continue to drive the vision of WOW across our entire company. Let's stay committed.... and be "All In"..... and in doing so, we will continue to achieve great things together!

Cheers to all of you!

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Developing a Habit that Lasts

habit than you were before. Back in 2013, Forbes magazine published an online article explaining how the 21-day-habit myth was created and why it's impractical. If the 21 day theory won't work for habit-building, what will?

Research shows more than trying to develop something as "habit" and hoping it sticks, the real determinant is motivation and commitment. Not just hoping and trying, but making a concrete decision to do something. Looking for a specific thing you can do to make that desired habit stick? Create a written contract with yourself. People who make a firm contract with specific rewards and penalties (for

example, if your goal is to go to the gym three times per week, setting a penalty of \$10 each time you skip the gym) are far more likely to sustain their actions than someone who is simply just trying to do it and hoping for the best.

To take it one step further, having someone witness your contract and hold you accountable makes you even more likely to be successful. Knowing that someone else knows the commitment you have made (and perhaps they've witnessed your written contract and signed off on it, too), and will be checking in on you, increases your chances of success. Fast Company magazine published

an online article in July 2015 talking about these "commitment contracts" and even giving an example of an online forum where people can make such a contract - www.stickK.com.

So what have we learned? In order to develop a new habit- big or small- your best chance of success is to write out your goals and make a self-contract describing what you want to accomplish. This ties in directly with the WOW Operating Way. While we have built the tools and processes to WOW, the key to implementation and sustainment is consistent execution by every individual. By holding yourself accountable, you're giving yourself the best chance of success.



IT: Your Technology Pit Crew

By: Thom Goodwin

In NASCAR, every second counts. The Talladega 500, for example, finished in 3 hours, 8 minutes, 8 seconds this May—that's 11,288 seconds. Dale Earnhardt Jr. beat Jimmie Johnson in that race by a margin of victory of 0.158 seconds! The cost to Jimmie Johnson? \$49,944.

An article on the NASCAR website titled "Evolution of the NASCAR Pit Stop: How Far It's Come" explains how drivers are getting a winning edge through new technology and little changes in the way the pit crew works.

Similarly, the Boyd IT Team is a bit like your pit crew, working hard to give you

a winning edge through technology. We now have applications that help you write estimates faster, get parts faster, and get work done faster. We know every second counts.

We're also looking at support ticket data to determine what problems we can help to eliminate before they get to you. Did you know that each location reports about five incidents a month? At about an hour per support ticket, that's...18,000 seconds per location that we want to give back!

And to help The Boyd Group stay competitive and to allow us to grow as a company, we're making sure we

have best-in-class tools, like CCC One and Google for Work.

Project management is another key area that we're improving. Through careful planning, our hope is to make all projects, especially new acquisitions, successful from the very beginning.

These are just a few things the Boyd IT Team is doing to help us all WOW every customer and to be the best. Watch for emails from IT Alerts for additional technology tips and updates. And for technology support, please contact the IT Service Desk.

it@gerbercollision.com (U.S.)
ithelpdesk@boydgroup.com (Canada)

Now serving customers from

46* Canadian Locations** & **293*** U.S. Locations!





Earn Referral Bonus Bucks!

By: P.J. Ruiter

Refer a Friend to Join our Team and Earn Referral Bonus Bucks!

Employee referrals are our number one source for finding great new team members to Wow Every Customer ... Be the Best!

Right now, we're offering Referral Bonuses to encourage you to tell us about your friends and former co-workers who might be a great fit for our company. This program is limited to referrals for Collision Center Manager, Estimator, Collision Technician and Auto Glass Technician positions at this time.

Our Referral Bonus Bucks Program is simple! Here's how it works:

1. Tell us about your friend through our online portal:

Canadian Team Members:
www.boydautobody.com/refer

Gerber Collision & Glass Team Members and Glass America Team Members:
www.gerbercollision.com/refer

Make sure to have your referral's phone number available.

2. If we hire your referral, you will get \$1,000 in Referral Bonus Bucks, less taxes, after your referral has been employed for six consecutive months. You must be an active employee with one of the Boyd Group companies to receive your Referral Bonus Bucks.

3. While we encourage all team members to refer possible candidates,

a small number of folks aren't eligible for Referral Bonus Bucks. They are anyone on the HR team, collision center or glass center managers, and anyone with supervisory authority for more than one store or an administrative team.

As an extra incentive to have you provide us with referral opportunities, we're going to give you the chance to win a \$1,500 gift card to Snap-On or Amazon. For every referral you submit through the links above in September and October, you will get one chance to win the \$1,500 Grand Prize. The more referrals you submit, the more chances you get! The lucky winner will be announced in early November. 

Techs Earn More with the WOW Operating Way!

By: Mark Gershkovich

The WOW Operating Way was designed and implemented to help us accomplish our mission and goal to Wow Every Customer...Be the Best. We knew that this would be great for our vehicle owners, customers and insurance companies, but we have been impressed with the positive impact it has had on our team members, including technicians. By improving communications through better planning and organizing our work, the WOW Operating Way allows our technicians to book more hours each

week while reducing the stress associated with their job.

The WOW Operating Way is comprised of four key pillars:

- 1. Meter Incoming Business**
- 2. Urgent Attention to make vehicle repair ready**
- 3. Accelerating throughput**
- 4. Minimize time of repair from completion to delivery**

Through these four key pillars, the WOW Operating Way ensures our technicians understand the shop work flow for that day and week, so that jobs can be prioritized to meet our customer's expectation. Under the WOW Operating Way, technicians are part of the repair process from beginning to end. They are actively involved in the final repair plan meeting, giving them input on how we will complete the repair and working to identify all of the damage before we even begin the repair. This level of involvement

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and communication has improved repair plan accuracy and caused more repairs to move through the repair process without interruption. A byproduct of this is increased technician productivity and earnings with no more hours spent at the repair center.

The communication starts with the daily 8 a.m. huddle, where the entire team learns the plan for that day - what vehicles he or she needs to repair, and in what order. This includes discussing new repairs arriving that day and who will be available to disassemble them for repair planning as well as discussing small repairs that can be completed in one to two days (a key to achieving a superior length or rental result). Having a plan gives the technicians the opportunity to be involved and in the “know” and be a part of the communication process. The technicians know exactly what is expected of them: what to work on, from first to last. The increased communication and organization means there is less time wasted and more opportunity.

Another aspect of the WOW Operating Way involves Part Quality Control. As anyone involved in this industry knows, part problems can hold up a repair. With specific processes and controls around parts ordering, receipt and inspection, technicians know that all the correct parts have been received. This allows them to complete the repair quickly and move on to the next vehicle. Again, because the WOW Operating Way reduces common barriers to a speedy repair, technicians are able to work more efficiently with less time wasted, providing an opportunity to book more hours without spending more time at work.

The advantage that technicians have with the WOW Operating Way is that they have their voices heard with each vehicle before it is in production. Having a detailed and comprehensive plan every day ensures that technicians are provided with a seamless, user-friendly plan that will increase productivity and efficiency in the shops. Having all technicians “in the know” will not only result in increased customer satisfaction because vehicles are being completed faster, but it also means they will come back as repeat customers when the need arises. Continuous improvement means the business does better, the repair center gets better, and technicians become more efficient and can earn more money as a result.

Feedback from Technicians

Sean Langrehr, technician in Morrison, CO - *“The WOW Operating Way has definitely made the processes in the shop more efficient.” We have seen an increase in our booked hours per day, a decrease in returns, and the parts department is becoming more effective as well. For us in the back, parts have always been our downfall. Now with the parts lists in the cars, we can more easily identify what is here and what is not on a consistent basis.”*

Trevor Keezer, technician in Loveland, CO - *“The WOW program has created an environment in the shop that opens communication and allows us to become more efficient and process more work. We completely disassemble every vehicle quickly so we know what we need and get it ordered all at once. We don’t run into last minute part issues that delay*

the car from leaving because everyone is on the same page and knows where parts are and when to expect them. It has really taken the stress out of repairing cars.”

Paul Lopez, painter in Lacey, WA - *“Ever since we implemented the WOW in Lacey, our organization has been vastly improved. We set a goal and try to maintain 50 hours of paint work per day. Since implementing the daily schedule control (DSC) in morning meetings it makes our days easier and more productive. All of these tools have directly boosted my hours produced daily, weekly, monthly and in return my checks have increased almost 100 hours per pay period.”*

James Randal (Jim), Senior Level Body Tech & Non Structural I-Car Roll Rep in Mooresville, NC - *“I came in the shop and things were simple. I had the processes in my head and in less than an hour I was making money. This will be one of the greatest growth advantages seen by our people... instilling confidence, and removing chaos!”*



WAY to WOW!



Here are just a few of the comments we've recently received from our customers. For more examples of the good things happening in our shops, please visit boydautobody.com and gerbercollision.com.

Gerber Collision & Glass – Naples (FL)

I recently had a wonderful experience with Gerber Collision & Glass. I had never been in an accident, but recently, a gentleman backed into me in a drive thru. He contacted his insurance right away and his insurance company was great to work with. I had the pleasure of going to Gerber Collision & Glass, where they were nothing short of stellar! Stellar customer service, wonderfully professional, with a well run office and garage. One employee stood out for her helpfulness, friendliness and knowledge, BK. If I should ever need body repair work, and want to be treated with good customer service, backed with integrity, I will go to Gerber Collision & Glass. - *KATHRYN H*

Autoglassonly.com – Renton (WA)

I have never had a windshield replaced in my driveway, because of the additional cost and the lack of desire to clean up the resulting mess. The two men that came to do my job knew just what to do. They removed the old windshield without having to break it and installed the new one in less than an hour! That included my "why" questions which were answered to my satisfaction. When they left, you could not tell that the windshield had been replaced. There was not even a small shred of old sealant to be seen. I would have no problems recommending Auto Glass Only.com. - *FRANK B*

Gerber Collision & Glass – Tacoma (WA)

This would be the third time I got my car fixed by them, and I wouldn't trust any other place to fix my car. Even if they said it was free, I would still gladly pay Gerber Collision & Glass for their great work. I'm a local Tacoma girl and they provided me with great customer service and made me feel so comfortable. - *ASHLEY D*

Gerber Collision & Glass – Clinton (MI)

Unbelievably happy with Gerber Collision & Glass and Samantha F! Sam kept me up to date with every step of the process, when my 2015 Journey RT was in for collision repair. I was amazed by how quickly my car was done. Perfect work! You guys rock! Thank you, thank you, thank you!!!! I will recommend Gerber Collision & Glass to everyone I know! - *SARA R.*

Gerber Collision & Glass – Las Vegas (NV)

I was very happy with the service. I was given frequent updates on the progress and they had my car ready two days earlier than expected. I would recommend them to anyone. - *PAT H*

WAY to WOW!



Gerber Collision & Glass – Pen Argyl (PA)

These folks are the very best! Absolutely first class all the way! I have experienced other collision services over the years, but these folks are miles ahead of the others. If you want the best, look no further than Gerber in Pen Argyl, Pa. Thank you and hats off to you all! - *GEORGE S*

Gerber Collision & Glass – Grove City (OH)

I have been in Ohio for 6 months and I had the unfortunate luck of someone backing-up into my car that was parked in the driveway. The other driver's insurance company took care of the claim since I wasn't at fault, and the insurance company set me up with Gerber to get my car fixed. I treat my car like my baby, so at first, I was a bit nervous to give my car to this place, but little did I know how AWESOME Gerber Collision & Glass would be! Everyone was so courteous and friendly. They could tell that I was nervous and unsure and they put me at ease! I knew my car was in great hands! They repaired my car over the following week and a half, and they did an excellent job! They even helped coordinate my situation with the rental car. Gerber Collision & Glass was truly a Godsend! I would recommend this place to anyone that needs any sort of repair done on their car! I cannot thank Gerber Collision & Glass enough for everything they did! Shout out to the Grove City staff for being so nice and helpful! They made this process easy and stress-free! THANK YOU!
- *KATELYN R*

Boyd Autobody & Glass – Edmonton (AB)

Excellent service from beginning to the end. I had the pleasure of dealing with Mike S. and he was professional, courteous and provided a quick estimate. He worked within my timeline to have the vehicle fixed. As an Insurance Brokerage owner, I look to refer my clients to an organization where I know they will be treated "right". I can attest personally, that I am completely confident that they will enjoy the service from Mike and the other Boyd Autobody & Glass staff as much as I did. Thank you to Mike and his team!!!
- *CATHY C*

Gerber Collision & Glass – Mandeville (LA)

I couldn't have asked for better! From the moment I met the staff, I was treated respectfully and with concern. I had to share this with my friends, because they know how upsetting accidents would be for me. All of the staff are "Super Duper" in my book. I am very pleased with the repairs made...my car looks like new now. Thanks Gerber Collision & Glass! - *MARG G*



Technician Wow Forum By: Mark Gershkovich

On June 20, 2015, approximately 60 employees in Chicagoland took time out of their weekends to attend a technician forum driven by Johnny Dominguez, head painter at Chicago - Halsted. Guest speakers included Brock Bulbuck, CEO of the Boyd Group, Tim O'Day, President and Chief Operating Officer of Gerber Collision & Glass, and Johnny Dominguez.

Johnny Dominguez has been a painter at Gerber Collision & Glass for 20 years and is currently the head painter at the Chicago - Halsted location. When he learned he was a WOW Ambassador for Gerber Collision & Glass, he was ecstatic. "When I won the WOW star in 2012 and attended the Arizona convention, I was surrounded by such an exciting and inspiring environment, I couldn't help but feel motivated," says Dominguez. "Everyone was so excited

about where the company was heading, and I felt that all employees should have the opportunity to experience and feel that same excitement that I felt for the company."

Having been inspired by the convention, Dominguez decided that he wanted to make a difference and help fellow employees feel that same sense of excitement and motivation and as a result, the tech forum was held. Johnny's presentation topics included being honest with yourself, individual leadership and commitment, looking at the industry and the company, discussing why people go from job to job and shop to shop, how industry change is led by teamwork, and finally, why it all starts with the WOW Operating Way and how we all benefit.

Dominguez was impressed by the amount of feedback he has gotten after the forum. "I received many phone calls from employees who told me they enjoyed learning more about the company and that they left with a better understanding of the company. They also said that they would like to see more of these types of events in the future."

Being a WOW Ambassador has made a significant impact on Dominguez, giving him a greater sense of purpose within the company. "This role allows me to promote the WOW Operating Way and in turn build a stronger unified team," says Dominguez. "Having the WOW Operating Way not only makes our company stronger, but it also promotes the concept that we all have the same objective at the end of the day, to WOW every customer, and to Be The Best!"

