



# BODY LINK

## Bodyshop Solutions from Viccari Wheele

### Welcome to the 7th edition of our Bodylink newsletter.

The activity around both Viccari Wheele and ClaimWatch has been nothing short of phenomenal over the last 4 months. Since our Autumn issue 6, we have literally DOUBLED the vehicles tracked through ClaimWatch to 75,000. As you'll see ClaimWatch's online

communication capabilities have proved to be an awesome customer care and marketing tool in the hands of companies like the Just Car Clinics group - and it could do the same for your bodyshop too!

**We think that the many projects featured make this the best Bodylink so far...we hope you enjoy the read!**

## Just Car Clinics take ClaimWatch® into whole group

“ ClaimWatch is ‘the missing piece’ that has eluded our industry for years. It’s the vital ingredient that enables us to effectively market ourselves to the customer and insurer, finally giving us full authority over how our company is represented to the outside world. ”



Barry Whittle, CEO  
Just Car Clinics



Dave Hall: JCC, Steve Wheele: ClaimWatch and Barry Whittle: CEO of JCC.

ClaimWatch is delighted to supply Just Car Clinics (JCC), the UK's second largest independent body repair network, with its vehicle repair tracking system. This success confirms that ClaimWatch is the leading communication tool for the body repair industry - for bodyshops, work providers and policyholders alike. A pilot, using an innovative 'auto set-up' of seven texts per customer, has now been completed at JCC's Wakefield branch and has provided outstanding results. Many customers praised the system within the first

month of the trial and JCC were delighted with the outcome. Steve Wheele, MD of ClaimWatch says 'With this 'auto-set-up' system, no customer can say they haven't had enough contact from Just Car Clinics! With all of the details automatically fed entirely from its management system, Just Car Clinics is really benefiting from the automatic technology ClaimWatch offers - and I am sure that where JCC has led, others will follow.'

Just Car Clinics' decision to adopt ClaimWatch technology across all JCC outlets was in response to the company's recent customer satisfaction survey, which showed customers really value good levels of communication throughout their cars' repair process.



## Online Excess Payments



In true innovative 'ClaimWatch style' the company has launched a new payment facility. ClaimWatch is offering bodyshops the opportunity to receive online customer payments for excesses, congestion charges and parking fines. ClaimWatch is also providing bodyshops with the ability to pay for their texts online when re-ordering. One of the first users, Fleetline of Croydon, comments, "This online gateway is a giant step forward in helping bodyshops pull in the revenue from excess payments. Using ClaimWatch text messages is a great way to remind customers that they can now pay in this way."

## ClaimWatch... did you know?

ClaimWatch, launched almost three years ago, is the award-winning web-based vehicle tracking system developed to keep insurers and customers completely up to date with the repair status of their vehicle(s) 24/7. Universally popular with all users, ClaimWatch has been proven to improve efficiency and increase customer care standards in bodyshops.

tracked from 35,000 to 75,000 in only four months. (And this figure doesn't even include the numerous 'pilot schemes' currently running with top accident repairers and insurers!)

1. ClaimWatch is so flexible that it's also being deployed for repair tracking for servicing within dealerships. Exciting developments are underway for several manufacturer initiatives involving the full benefits of the system's branding capability and its reliable SMS service.
2. ClaimWatch is growing so fast it has more than doubled the number of cars

3. ClaimWatch has provided no less than 10 FREE upgrades to its users since its launch in June 2002.

4. Some links to ClaimWatch from management systems are now so seamless that the system runs entirely automatically without any bodyshop interaction. That is, straight off the bodyshop's existing management system with **no keying at all!**

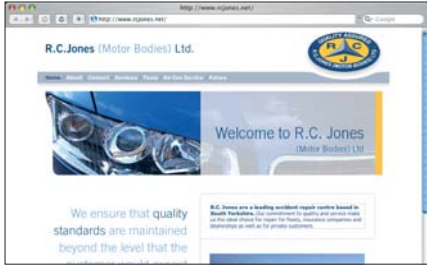
5. Thousands of insurance claims have already been **uplifted** through ClaimWatch directly into bodyshops.

For further info visit [www.claimwatch.co.uk](http://www.claimwatch.co.uk) or to arrange a demo call 01273 244090

## ClaimWatch Starter - ideal for all low volume bodyshops

Are you a bodyshop that would like to benefit from ClaimWatch but don't have the volumes to make it economically viable? If this sounds like you, then ClaimWatch 'Starter' may be just what you're looking for! ClaimWatch 'Starter' is perfect for lower volume bodyshops - users get all the repair tracking and SMS benefits of ClaimWatch and

can have up to 15 cars in the live database at any one time - and all for just 50% of the standard price! For only £11 per week, and a £475 set-up fee, bodyshops can now gain access to this quality system at a very affordable price. Once again... ClaimWatch delivers! For more details on ClaimWatch 'Starter' call ClaimWatch on 01273 244090 or email [info@claimwatch.co.uk](mailto:info@claimwatch.co.uk)



Neilson Jones, MD of RC Jones is delighted with the launch of his new website created by Viccari Wheele. He was particularly pleased that his limited input led to a website that he is delighted with! He says, "As a result of our ongoing rebuilding and expansion work my input to the website was minimal. Despite this I couldn't be more pleased with the result. It really emphasises Viccari Wheele's 'intuitive' approach, and impressive understanding of the issues involved in the online marketing of today's modern bodyshop".



## Viccari Wheele land commission to work with Imperial War Museum

The design side of Viccari Wheele has just completed a prestigious commission to work with The Imperial War Museum. It was asked to provide the design, take the photographs and produce the full colour vinyl decals for a mobile simulator experience to be based at the Imperial War Museum's Duxford site. The mobile simulator also features a ride film experience with a specially-shot film using Duxford based aircraft.

It will be present at various airshows across the south east this summer in time for the 65th anniversary of the Battle of Britain. Steve Wheele says "Commissions like this confirm that Viccari Wheele is respected for its design expertise in a wide variety of fields. It's always great to get more unusual commissions and we particularly enjoyed working with the Imperial War Museum and the operator, Active Fun Ltd. The subject is particularly close to my heart as I grew up in a family of three pilots with two Tiger Moth DH82As that were flown regularly along the south coast from Shoreham Airport."

## WBC get the 'Full Monty'



WBC Automotive, the Bristol based DuPont 5 Star Partner, commissioned Viccari Wheele to completely overhaul its marketing and image. This meant upgrading the logo, designing a new website, new Customer and Fleet brochures, Customer loyalty cards and a CD-ROM, including an interactive game. The results speak for themselves and WBC is already putting these marketing tools to good use in their locality.

[www.wbcautomotive.co.uk](http://www.wbcautomotive.co.uk)

**“ It was immediately evident from working with Viccari Wheele that they brought years of experience to this important project for WBC. ”**

Dave Turner, MD, WBC Automotive.

## BRC go for the business...



Barnet Repair Centre, one of North London's leading accident repair centres, has commissioned Viccari Wheele to produce all of its marketing material for 2005.

This includes literature aimed at expanding BRC's customer base through approaching work providers, fleets and customers, as well as enhancing current material to help retain existing work providers.

"BRC doesn't like to do things by half measures and Viccari Wheele has the best reputation in the field of bodyshop marketing", says Tim Ryan, MD of BRC. "In today's competitive market, it is simply not enough for a bodyshop to provide customers with good repairs. Even the best accident repair centre in the world will struggle to survive if its service and customer care is not promoted adequately. This is where BRC excel, and we want our customers to know how much we care."



## Viccari Wheele's new photographic library contributes to BEN



A continuing shortage of quality images within the motor industry has led Viccari Wheele to launch an online library of photos. The site, which features a large selection of the company's automotive photography built up over the last 15 years, has been set up with the express intention of improving the overall quality of photographs used within industry publications and literature, in order to 'raise the game' for everyone. Photos will be downloadable directly from the online shop for royalty-free one-off use. A donation to BEN will be made for every picture licensed.

For further details of the library service contact Gill Nichol at Mosaic Communications on 020 7249 3486 or visit [www.motorimages.co.uk](http://www.motorimages.co.uk)

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Bodyshop solutions from Viccari Wheele and ClaimWatch - [www.viccariwheele.co.uk](http://www.viccariwheele.co.uk) & [www.claimwatch.co.uk](http://www.claimwatch.co.uk)



Viccari Wheele Ltd. 38 Holland Road Hove East Sussex BN3 1JL  
Tel: 01273 244088 Fax: 01273 244089 [info@viccariwheele.co.uk](mailto:info@viccariwheele.co.uk)  
[www.viccariwheele.co.uk](http://www.viccariwheele.co.uk)



ClaimWatch Ltd. 38 Holland Road Hove East Sussex BN3 1JL  
Tel: 01273 244090 Fax: 01273 244089 [info@claimwatch.co.uk](mailto:info@claimwatch.co.uk)  
[www.claimwatch.co.uk](http://www.claimwatch.co.uk)