



Steve Wheele

Welcome to our new look BodyLink newsletter. I hope it provides you with an insight to the products and projects we're involved in. As you'll see, this page is mainly devoted to the growing success of ClaimWatch® and overleaf we have focused on web design, featuring several websites that have had a positive impact on the businesses involved.

We're delighted that ClaimWatch was a finalist in the Bodyshop Magazine Awards - real confirmation that we are a recognised and established player in the market place. We're now working with several UK insurers and hundreds of bodyshops, most of whom give us great feedback, like this from John Button, Bodyshop Manager of Camden Corporate Fleet Services, "ClaimWatch makes our lives so much easier. We can see at a glance exactly what's going on in the bodyshop and our customers are delighted - it's excellent!"

## Call 24-7 signs up ClaimWatch® for the whole network

**ClaimWatch undoubtedly improves communication throughout the claim cycle. Over 2 years, our research indicates repairer cost savings of between £15 and £30 per job - a very impressive saving.**

Colin Morris, Chief Motor Engineer, Call 24-7 Ltd



ClaimWatch Ltd has signed a contract with Call 24-7, the Stockport based national claims outsourcing company, to roll out ClaimWatch® package to all bodyshops in the Call 24-7 network.

Call 24-7 provides a complete range of back-office services for several insurers including the management of claims and associated repair processes. It's keen to embrace new technologies and is confident that ClaimWatch will provide better Management

Information and audit trails for insurers whilst reducing the administration time spent at bodyshops. Colin Morris, Call 24-7's Chief Motor Engineer, says that it was the communication benefits of ClaimWatch that led to its adoption by Call 24-7, commenting, "Our CSIs show that policyholders are generally happy with the service they receive; until the job is allocated and the repairer becomes the point of contact. Internal pressures often make it hard for bodyshop staff to call



customers with updates on their vehicle and we wanted a system that makes it easy for repairers to improve the customer communication process - ClaimWatch fitted the bill." Steve Wheele, Managing Director of ClaimWatch Ltd, concludes, "We're delighted to be working with Call 24-7 and are confident that ClaimWatch will continue to save money and improves efficiency for its network."

## Well done Just Car Clinics

Dave Hall of JCC receives award from Gerry O'Hara of Brown Brothers



All of us at ClaimWatch were thrilled when one of our clients, Just Car Clinics (JCC), won the prestigious Customer Care Award at Bodyshop Magazine's Industry Awards.

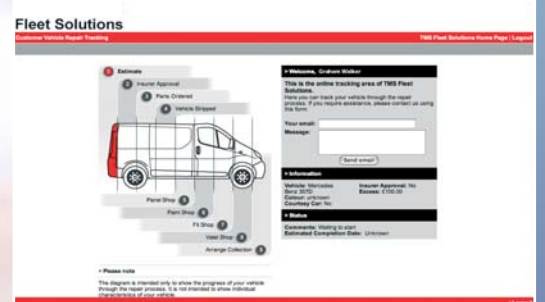
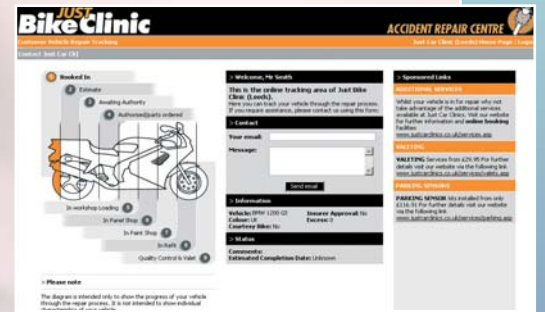
JCC had put a huge amount of effort into enhancing its customer care, and earlier in the year launched its 'In-Touch'

initiative to encompass all areas of customer communication. The bodyshop group is obviously delighted to have been rewarded for its efforts with the Bodyshop Customer Care Award - and so are we - particularly as ClaimWatch played a major part in helping to enhance JCC's communication with its customers by powering the vehicle-tracking and texting element of In-Touch!



## ClaimWatch... did you know?

1. ClaimWatch has now tracked more than **125,000** vehicles.
2. On average every three SMS texts a ClaimWatch user sends to its customers results in two hits on its website. **Now, that's got to be great for business!**
3. Since the system's inception ClaimWatch bodyshops have sent more than **85,000** text messages to their customers - and the figure is rising rapidly.
4. Both ClaimWatch Bike and ClaimWatch CV are up and running and available now! Repairers can run either of these systems from as little as **£11 per week + VAT**.



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

## ClaimWatch re-writes the customer texting story



Following user feedback, ClaimWatch has made changes to the default SMS contact of the system, enhanced for the benefit of the motorist. Customers will now automatically receive five standard text messages, at key 'milestones' in the repair process from the point of 'first-

contact' after the incident to the final collection stage. **The enhancements were made on the basis that early regular contact is the best way of connecting the customer with the repairer.** This helps reduce un-necessary calls during the repair process and has proven very popular with the new

ClaimWatch bodyshops. The five auto text messages are pre-written into ClaimWatch, but can be changed at any time. This extra degree of flexibility allows bodyshops the opportunity to further personalise the messages to suit the way they run their own bodyshop operations.

## »» Viccari Wheelle expertise transforms simulator for General Electric (GE)



One of Viccari Wheelle's main areas of expertise is in designing and producing graphics for large vehicles and mobile simulators, a very specialised process involving very high resolution graphics, paint spraying and vinyl application on multiple

surfaces and often with compound curves.

Viccari Wheelle worked with Metropolis AV and London agencies IMG and Abbott Mead Vickers.BBDO to produce the designs for this mobile simulator for General

Electric (GE). Peter Viccari, who project managed the process comments "It was a complicated and painstaking process, we had to make sure that the flat photographic images we were provided with were blended, scaled, and enhanced and then output as

vinyl decals that were 100% perfect when applied to the vehicle".

The completed simulator will be used at publicity events across Europe to promote GE and the 2006 Winter Olympics.

## »» Minibus insurance site does the business...



Viccari Wheelle were approached by GR Patrick, the well known insurance broker specialising in carehome insurance, and asked to design its main website together with websites for three of the company's trading divisions. The following sites were created for GR Patrick:

grpatrik.co.uk - for the main GR Patrick website, licencetrades.co.uk - for restaurant and pub insurance, grpf.co.uk - for GR Patrick Finance and minibusonline.co.uk - insurance for minibus owners.

For minibusonline.co.uk Viccari Wheelle devised a

Search Engine Optimisation (SEO) strategy which was so successful that Peter Wickham, of GR Patrick, commented "We are delighted with the registration work Viccari Wheelle did for us. It has undoubtedly increased our online profile and won new business for us."

## »» Only the best for KC Autos



Ten years ago KC Autos of Winsford, Cheshire, approached Steve Wheelle Design (as it was then) to design its customer brochures. KC Autos was so pleased with longevity of that work, that Viccari Wheelle was the natural design choice when it decided to invest in a website! Dave Cotterill of KC Autos has been delighted with the quality of work from Viccari Wheelle, commenting, "their design skills were just what we wanted and their knowledge of the bodyshop market is excellent."

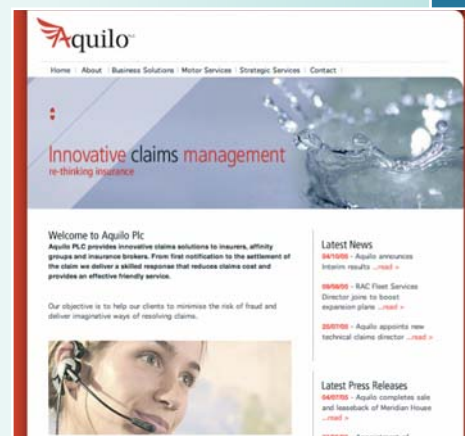


## Aquilo PLC launch website



Viccari Wheelle has completed work on www.aquilopl.com, the web site for the insurance solutions provider. Aquilo approached Viccari Wheelle to redesign and programme its site and has been delighted with the result. The newly branded website provides a smart and sophisticated online presence for the PLC, giving users extensive yet easy-to-navigate information about the company.

Mike Dean, Managing Director for Aquilo Business Solutions, said that the new look web site has transformed Aquilo's online image, adding, "the feedback on our website has been excellent and we are delighted with the contribution made by the web team at Viccari Wheelle. We would definitely recommend them to other companies looking to enhance their website."



## »» www.motorimages.co.uk proves popular with media



Registered Charity No: 297877



Viccari Wheelle's online photo library has received a warm welcome from the industry. The site features a large selection of original automotive images and was set up with the intention of improving the overall quality of photographs used within

industry publications and marketing material, including web sites and annual reports. The competitively priced images are available for royalty-free use and a donation to BEN, the motor industry's own charity, is made for every picture sold.

One of the first users, Zoë Almond-Smith of BOC Industrial, was impressed with the site, commenting, "Motorimages gives a fast effective service, it went that extra mile to help me achieve my tight deadline." View it at www.motorimages.co.uk

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



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