



# Press Release

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## FOR IMMEDIATE RELEASE

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## SCRS Alarmed and Concerned with Survey Results

*SCRS-sponsored survey provides insight into insurer-repairer relationships.*

*This press release is being re-released to correct graphic on page 4.*

Prosser, Washington, October 25, 2007, re-release of document dated October 22, 2007 — Last month, the Society of Collision Repair Specialists (SCRS) released the results of a statistically validated industry survey on repair facility and insurance company relationships. It was conducted by CSi Complete, a nationally known provider of customer satisfaction indexing.

The first part of the survey polled collision repairers on the industry issues that impacted them most. Details of these findings, together with an overview of the survey, were described in a previous press release now available on the SCRS website ([www.scrs.com](http://www.scrs.com)).

The second section explored their perceptions of insurer-repairer relationships. It began by asking them to characterize their relationships with 13 different insurance carriers, choosing from one of the following descriptions:

- Business partner
- Customer
- Company I work with out of necessity
- Adversary
- No Impact (don't do business with them)

Table 1 displays the results of this portion of the survey:

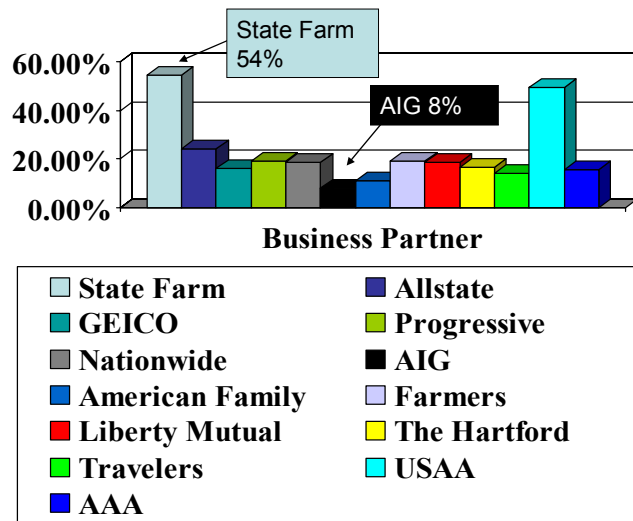
**Table 1.**

Insurer	Characterization of Relationship				
	Business Partner	Customer	Out of Necessity	Adversary	No Impact
AAA	15.71	30.10	12.37	0.66	41.13
AIG	8.00	44.00	16.00	2.33	29.60
Allstate	24.00	41.00	25.00	3.66	6.33
American Family	11.00	23.66	7.66	1.00	56.66
Farmers	19.33	42.00	18.00	2.00	18.66

<b>GEICO</b>	16.33	50.33	20.00	2.66	10.66
<b>Liberty Mutual</b>	18.66	45.33	17.00	2.33	16.66
<b>Nationwide</b>	18.72	40.80	15.71	4.34	20.40
<b>Progressive</b>	19.33	34.00	20.66	16.00	10.00
<b>State Farm</b>	54.66	30.66	9.66	3.33	1.66
<b>The Hartford</b>	16.72	46.48	16.05	1.00	19.73
<b>Travelers</b>	14.33	53.00	14.00	1.00	17.66
<b>USAA</b>	49.33	34.33	5.66	0.66	10.00

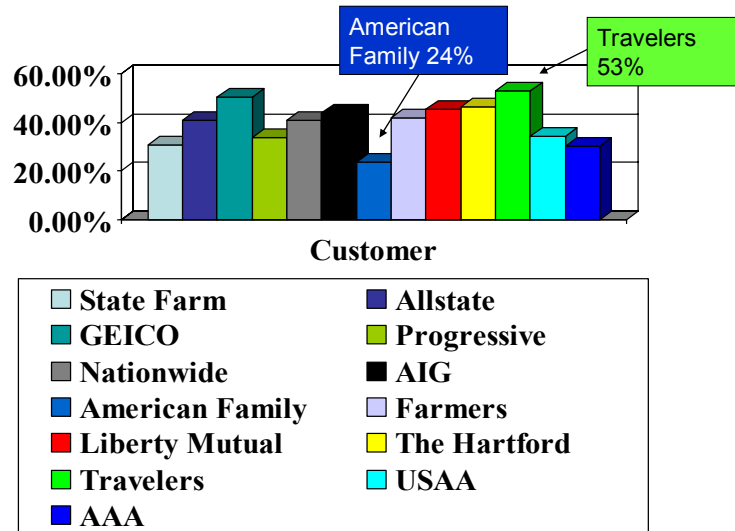
While a number of conclusions might be drawn from the above information, it is clear that repairers do not prefer the term “partner” to describe their business relationship with insurers. Of the sample of insurance companies, only State Farm and USAA were defined by a majority of participants as “partners.” The prevalent descriptor in every other case was “customer.” SCRS believes this view may be one of the biggest contributors to the poor state of relations between insurers and repairers. “Collision repairers need to reassess their business and thinking. Their customer is the vehicle owner, and is the person we should be serving. Unfortunately, many repairers have allowed insurers to position themselves as the customer, which has significantly changed how many repairers market their business as well as operate,” states Dan Risley, SCRS Executive Director.

### % of Respondents Viewing the Insurance Company as a Business Partner



SCRS does not find some of the results as surprising. SCRS Treasurer Tim Waldren commented, “Most repairers don’t consider insurers to be their partners as the relationship has become strained, more than any time in recent history. The erosion of good will is due to a lot of things, but the fact that ‘steering’ and ‘suppressed labor rates’ were cited by our survey as the most pressing issues facing repairers speaks volumes.”

## % of Respondents Viewing the Insurance Company as a Customer



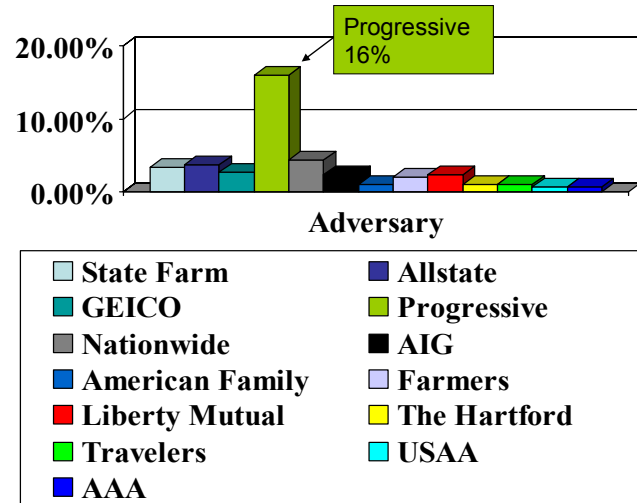
The survey also asked participants to rate their relationship with each of the included insurers on a 0-10 scale (with 10 being the highest and 0 being the lowest). The results are listed in Table 2, from companies of greatest satisfaction to least:

**Table 2.**

Insurer	Satisfaction Rating
State Farm	8.26
USAA	8.26
The Hartford	7.21
AAA	7.18
Travellers	7.14
American Family	7.13
Farmers	6.90
Liberty Mutual	6.77
GEICO	6.69
AIG	6.68
Allstate	6.55
Nationwide	6.03
Progressive	5.09

SCRS believes the findings, though somewhat sobering, can be used as the foundation for a new era in repairer-insurer relations. “The survey provides an authentic, unfiltered view of how repairers feel, and can provide a starting point for meaningful discussions between our two industries,” notes SCRS Secretary Craig Griffin.

## % of Respondents Viewing the Insurance Company as an Adversary



Griffin further stated, “If insurers truly intend to reduce friction and work together with collision repairers to serve our mutual customer, the vehicle owner, they need to realize that change is needed. SCRS believes that ***‘Working Together Is the Most Important Work We Do,’*** although it requires insurers and repairers to both make necessary changes without one leveraging the other. SCRS welcomes the opportunity to work with insurers to address what is seemingly a deteriorating relationship and state of affairs.”

Through its direct members and 34 affiliate associations, SCRS is comprised of over 6,000 collision repair businesses and 58,500 plus specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS web site: [www.scrs.com](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).