

Case Study

ALLDATA COLLISION

CRANSTON COLLISION CENTER

Cranston, Rhode Island

Type: Collision and Mechanical Repair Facility

Bays: 7 Body; 3 Mechanical

Employees: 22, including 10 technicians

Affiliations: ASE, I-CAR, AAA

ALLDATA® Products: ALLDATA CollisionSM

Greatest value of ALLDATA products:
Manufacturers' collision information

Since automobiles first started crashing into things, collision technicians have had to search through multiple sources for information on how to repair the damage. There was simply no single provider of accurate collision repair information. Often, insurance companies determined the repair method. ALLDATA changed all that by offering the collision industry the same solution enjoyed by mechanical repair shops since 1986.

Cranston Collision Center in Cranston, Rhode Island was one of the first to understand how important this new tool would be. The results have been amazing, according to Shop Manager Dennis Dean Gamba. "ALLDATA is my direct window to the vast world of manufacturers' collision information. It gives me the ability to tell insurance companies how it should be done."

Cranston Collision Center started as a two-person auto body repair shop in 1975. In 1996, the business relocated to a new \$2.5 million state-of-the-art repair and service facility, and is now one of the largest collision shops in Rhode Island. And traffic through the shop is even busier because it is a licensed safety and emissions inspection center. Ten technicians are all ASE Certified, and collision techs receive specialized training from I-CAR and other sources. Many have been with the company for several years.

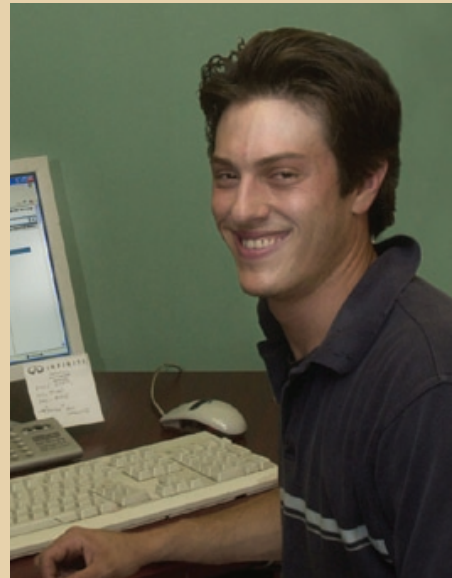
Three of the 10 bays are devoted to mechanical repair, and the business is a long-time user of ALLDATA's service & repair software. So, when ALLDATA Collision was introduced, the new tool was put to work immediately.

"We use ALLDATA's information every day for both mechanical repair and collision jobs," said Gamba. "We love the collision request feature. The library is fast; we've never been left hanging."

He illustrates the value of ALLDATA with a story that is typical, "We had a 2004 Volvo Cross Country with front-end damage. Because of ALLDATA's information, we were able to section the rail, saving about \$5,000. In the past, without that information, we would have had to replace the entire rail. For me, it's all about knowing that we are doing the job right and that the vehicle is safe when it leaves here. I have a child and I want to know that any child is safe in a vehicle we repair."

On the shop's website, Cranston Collision's owners pledge, "...100% customer satisfaction, utilizing state of the art technology and procedures in conjunction with sophisticated computer management systems."

ALLDATA is proud to play a part in the success of this fine business.



Dennis Dean Gamba - Shop Manager, Cranston Collision Center

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