



RECYCLING

RECYCLING By David Gold

Creating a win/win

By working together, all will prosper

Does the subtitle sound like an old cliché? Sure it does, but the truth is the road to solutions is paved in communication.

Clear focus

When I started writing articles for the *Collision Repair* magazine the focus was centered on portraying the "Auto Recyclers" perspective. But as Darryl Simmons and I got to talking more and more our focus kind of shifted. The purpose of these articles is now clear; it is to make the industry better as a whole.

As an auto recycler I can sincerely tell you that we try hard at making sure we service our customers. Our training and guidance in this field comes with years of experience. Our customer service skills aren't polished with specialized training but rather with the ongoing demands of our customers on a daily basis. It is these demands that we attempt to meet so we can stay in business.

Better understanding

What are the steps to a better understanding between each of our related industries? I would say the first step is to acknowledge that we all really want the same things. Everybody wants to see smooth and efficient transactions, for products and services. All parties involved want to save time and ensure the accuracy of parts.

This is a giant first step. Incorrect parts cost auto recyclers lots of money, increases cycle times for insurance companies and ties up repair bays. This is a lose/lose situation. There is room for improvement here.

In an effort to understand what it takes to foster positive transaction between our related industries we conducted a study of some of our accounts. To illustrate, auto recyclers typically average 20% return rate on their parts. This is dramatic. This average is fairly consistent with respect to all types of yards big and small.

By analyzing our accounts it became alarming how some facilities have a 30% return rate and others have a 10% return rate. Why the difference? The underlying reason became very clear to us.

More communication

The facilities with low return rates are those which we communicate more with. They know our strengths, our product line, our process and of course our personalities.

The benefits to this type of understanding pay dividends. While no business can be all things to all people it is clearly an advantage to be close with your customers from all perspectives. Will we go the extra distance for the above-mentioned customer? Absolutely, and they will do the same for us.

At a recent CCIF meeting, I heard a focus group with auto recyclers was discussed. Sounds like a great idea. These meeting will be an ideal time to establish trust between our industries.

This will also be an ideal format to have a meeting of the minds with respect to the technology available that is underutilized. Many websites contain pictures of inventory and the ability to e-mail digital pictures from auto recycler to collision repair shops is awesome. The VIN Decode feature is also a great tool and is available on our website.

Hopefully by the time I write my next article I can write about feedback gathered from a meeting between our industries. Auto recyclers are willing to get involved and we are here to service your industry. Our door is always open. ☐

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