



RoadTrust



Collision Industry Information Assistance

January 12th, 2017

"Your customers just press a phone button to connect to an accredited shop" said Roadtrust program organizers at a January 11 evening dinner event in Toronto,

The Collision Industry Information Assistance (CIIA) industry trade association introduced the Roadtrust program to some 35 Toronto collision repair facility owners and operators.

In attendance were multiple shop owners and banner store staff, an enforcement officer from the College of Trades, and even out of town shop owners eager to hear and participate in the Roadtrust collision repair shop accreditation program with the linked telephone app that retains existing customers and attracts new customers.

Roadtrust is unique in that accreditation requires adherence to OEM standards and processes and using OEM repair information, and the new phone application connects those accredited shops with customer assistance within 30 seconds.

Some of the highlights of the ROADTRUST program are:

- Post-repair scanning of vehicles using a ROADTRUST authorized scanning system is mandatory and uses OEM scanners. Insurers and customers and OEMs can receive copies.
- All vehicles must be looked up for repair specifications and repair process data on a new national web site being introduced on January 16, 2017 in Canada.
- Any recall or campaign data is offered to the customer.
- An electronic phone application is included in the program that will let your past three years of customers be able to automatically contact your shop immediately after a collision or any roadside incident if they choose to do so.
- Motorists will be able to just touch their phones to instantly be connected with the closest accredited shop.
- Motorists involved in an accident will get automatic phone notifications of what to do and an actual personal call from the accredited shop within 30 seconds.
- Shops will provide immediate response and tow services that will allow the motorist to be taken home and never needs to visit the shop unless they want to.

"To represent the best interests of the industry, providing opportunities for growth for environmentally sound, profitable businesses, having trained professionals serving the public"

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According to John Norris of CIIA, the actual collision repair shop standards have not changed and the standards used by ROADTRUST are very similar to the programs offered by ARA of British Columbia and the CCIAP program offered by AIA Canada.

For more information on the accreditation program for Roadtrust and the smart phone application that generates business into your shop, please see www.ciia.com/road-trust.php or ww.roadtrust.ca

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John Norris

Executive Director

CIIA/ HARA

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www.ciia.com www.autobodyhelp.ca www.vehiclesecurityprofessional.ca

24/7 Access to OEM websites for Keycodes, PINs or Immobilizer Resets

Administrator, CASIS Vehicle Security Professional