

# Customer CASE STUDY

## Cougar Direct

As the first bodyshop in the UK to implement AudaEnterprise, Luton-based Cougar Direct has been quick to embrace change, to invest in leading-edge technology and to grasp the opportunity to have a say in the development of Audatex' new estimating and claims fulfilment solution.

Since its inception some 27 years ago, independent bodyshop Cougar Direct has built a highly-successful business based on investing in the people and the tools necessary to deliver the highest quality service and repair standards.

The company is entering a new investment phase with the installation of aluminium repair bays and tooling in support of its strategy to grow its specialist repair business. Cougar Direct has also invested in communications and estimating technology; doubling its Broadband capacity and replacing AudaWorkstation with a five-user licence for Audatex' new-generation AudaEnterprise.

With the majority of the company's work being directed from insurers, vehicle manufacturers and fleet managers that specify Audatex assessments, Cougar's five-strong team of Customer Service Engineers is now using AudaEnterprise as their core estimating platform. The transition has been a painless experience and one that is already resulting in tangible benefits, particularly in terms of the speed with which estimates are now processed.

Managing Director Gary Cohen said: "As a multi-user site, it was clear to us from the outset that the centralised, web-based structure of AudaEnterprise was going to provide a much more efficient and manageable estimating solution. We certainly haven't

been disappointed. Indeed the installation and use of AudaEnterprise has been very smooth from day one."

AudaEnterprise has a Windows-style 'look and feel' and uses the same graphics as its predecessor, AudaWorkstation, enabling new users to quickly learn the system. The configurable interface enables workflow to be tailored to meet an organisation's working patterns – a feature which Cougar

Direct has welcomed. Mark Ingram, Chief Customer Services Engineer explains: "AudaEnterprise can be configured to reflect the way jobs progress on a daily basis. We have set up a series of clearly labelled folders within the system for interim notifications (where there is a query on a job by the engineer), authorisations, total losses, supplementary work, etc. The folders are a simple concept and yet they ensure that the main work-in-progress screen, which includes new jobs, remains live and uncluttered. This means we can view and manage work much more easily."

**// As a multi-user site, it was clear to us from the outset that the centralised, web-based structure of AudaEnterprise was going to provide a much more efficient and manageable estimating solution. //**

*Gary Cohen,  
Managing Director.*

AudaEnterprise also provides different levels of information depending upon the status of the user. As the system administrator, Mark can view his team's jobs and identify where there may be any capacity issues. If someone is on leave or off sick, he can easily re-assign the work. He can also see where mail remains unread. Similarly jobs that have not been authorised for two days or more are automatically highlighted. Assessment numbers are easily identifiable by system user so there is also a good audit trail of work.

Process efficiencies such as these save time for the team on a daily basis, contributing to Cougar Direct's overall drive for increased efficiency. The ability to calculate estimates in seconds rather minutes is another key time-saver. AudaEnterprise offers a pure calculation facility which means that there is no need to hold images or remove network codes. A click of the mouse generates an estimate calculation in a matter of seconds. This gives the user the flexibility to re-calculate as many times as necessary to get the job right.

**// We've seen much faster turnaround of estimate authorisations since AudaEnterprise was installed. //**

*Gary Cohen,  
Managing Director*

When it comes to networking the completed estimate to the work provider, instant availability of data and images is enabled through a permanent connection from Cougar Direct to the central Audatex-based server through its Broadband internet connection. Where the work

provider also has AudaEnterprise installed, such as Hastings Direct, traditional dial-up connections are eliminated completely and there is a seamless exchange of information.

"Our work with Hastings Direct demonstrates the true benefits of the AudaEnterprise system," explained Gary Cohen. "We've seen much faster turnaround of estimate authorisations since AudaEnterprise was installed. With both parties using the same estimating platform we can communicate extremely quickly with no delays. We look forward to the day when all our work providers have AudaEnterprise in place."

**// AudaEnterprise can be configured to reflect the way jobs progress on a daily basis. This means we can view and manage work much more easily. //**

*Mark Ingram, Chief Customer Services Engineer*