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VECO Experts looking to find, recognize those who 'Get it right the first time'

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Vehicle Collision Experts (VECO Experts) is now working to catch those who "Get it right the first time."



"If one of our experts comes into your shop to review work-in-progress and sees a technician who is getting it right the first time, we're going to have a way to instantly recognize that technician," Mark Olson, founder of VECO Experts, said. "Promoting that performance within your shop reinforces what your company is looking for and expecting from your team. The simple truth is, all this industry needs is for everyone to get it right the first time."

Olson said all the things his company helps a collision repair business accomplish – better quality and productivity, reduced liability, improved profitability – happens automatically when everyone in the shop gets it right the first time.

"So it's not just technicians we'll be recognizing," Olson said. "We all understand how critical it is for your estimator to get it right the first time. When your parts person mirror-matches 100 percent of parts up front, that's getting it right the first time. We can help shops encourage employees to make that happen by catching it and rewarding it when they do. When they get it right, they will instantly be rewarded with an 'I got it right the first time' hat or other item they choose. We've started doing this and now have shop personnel seeking us out to show us they 'got it right the first time.' It has begun to create a sustainable culture in those shops. It's funny, but they always want to display they are doing it right, like the hat says. It's inspiring."

VECO Experts offers both in-shop and “Remote Drop-In” repair quality training and inspection of vehicles-in-progress. It also offers holistic assistance with other aspects of a collision repair business that are most often in need of improvement (including refining and using SOPs, reducing delays and come-backs, and improving touch-time, cycle time and repair quality).