

PRESS RELEASE

Horn added, "The data definitely points to major shifts in the culture of the American driving public, with a corresponding impact on how collision repair industry participants will have to realign business practices and priorities in the future."

The ITR's additional feature, "Managing the Customer Experience is Key to Surviving in a Down Market and Growing in the Long-term," by Jason Bertellotti, Mitchell's Vice President of Repair Solutions discusses the intricacies of managing the customer experience, which has become a strategic imperative for repairers' survival during the prolonged market slump. Based on millions of customer surveys, AutocheX, Mitchell's industry-leading provider of customer experience management solutions, has identified vital aspects of customer service that can make or break loyalty initiatives.

"When shops actively listen to their customers and understand how the key elements of the repair drive satisfaction, they can prioritize process enhancements and direct service recovery efforts to the areas that will have the biggest impact on customer retention and referrals," said Bertellotti. "Measuring satisfaction lays the foundation, but managing the overall experience based on customer expectations is critical to build the structure for a comprehensive customer loyalty program that results in sustainable business growth for the long-term."

Added Bertelotti, "Future issues of the Industry Trends Report will delve into more detail about the primary drivers of satisfaction and how they impact a shop's ability to manage the customer experience to build loyalty."

Other valuable points of interest in the current issue of Mitchell's ITR include:

- Q1-2010 data reflect an average gross initial collision appraisal value of \$2,875-\$27 less than this same period last year. Applying the indicated development factor of .17% suggests a final Q1-2010 average gross collision appraisal value of \$2,880.
- In Q1-2010, the average gross appraisal value for comprehensive coverage estimates processed through Mitchell servers was \$2,305-compared to \$2,349 in Q1-2010. Applying the prescribed development factor of .04% for this data set produces only a slight increase in the adjusted value to \$2,306-the smallest change we have recorded in comprehensive severity development.

Complete content is available in the latest Industry Trends Report, which may be downloaded in PDF format by visiting www.mitchell.com. First published in April 2001, Mitchell's Trends Report has grown in both content and circulation, now reaching more than 23,000 collision and casualty industry professionals.

About Mitchell International, Inc.

Mitchell International (www.mitchell.com) is a leading provider of information and workflow solutions to the Property & Casualty claims and Automotive Collision Repair industries. The company's comprehensive solution portfolio streamlines the entire auto physical damage, bodily injury and workers' compensation claims processes. Mitchell

enables millions of electronic transactions between more than 30,000 business partners each month to enhance partner productivity, profitability, and customer satisfaction.