

Collision Delivery & Review Recovery Playbook

A delivery and review-recovery playbook for collision centers that need cleaner handoff communication, stronger post-repair reassurance, and more public proof around customer confidence.

Collision-center owners, estimators, CSRs, and delivery coordinators

GUIDE

A delivery and review-recovery playbook for collision centers that need cleaner handoff communication, stronger post-repair reassurance, and more public proof around customer confidence.

WHAT THIS ASSET COVERS

- A delivery-step checklist for explaining repairs, expectations, and warranty confidence
- A review-request structure tied to reassurance and resolved communication, not generic begging
- A recovery path for cases where the customer still feels uncertain at pickup

USE THIS WHEN

1. Repairs are completing but review quality does not reflect the actual work quality
2. Pickup conversations feel rushed and leave too much reassurance unsaid
3. The business wants stronger public proof around communication and confidence, not only technical repair quality

WORKING ASSET

This playbook helps collision centers use the delivery moment to restore confidence, improve reviews, and strengthen referral trust.

DELIVERY MOMENT OBJECTIVES

1. Explain the repair and handoff clearly.
2. Confirm what the customer should watch or expect next.

3. Reinforce confidence in the work and the communication process.
4. Ask for public proof when trust is genuinely high.

REVIEW RECOVERY STRUCTURE

- Confirm the stressful part of the process is now resolved.
- Reinforce communication quality and support.
- Ask for a review tied to the overall experience, not only the repair.

IF CONFIDENCE STILL FEELS FRAGILE

- Slow down the delivery
- Re-answer open questions
- Clarify warranty or next-step uncertainty
- Delay the review ask until the customer feels settled

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Collision Delivery & Review Recovery Playbook" become shared but unmanaged work.
- Use it with collision-center owners, estimators, csrs, and delivery coordinators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

BEST DEPLOYMENT SEQUENCE

- Repairs are completing but review quality does not reflect the actual work quality
- Pickup conversations feel rushed and leave too much reassurance unsaid
- The business wants stronger public proof around communication and confidence, not only technical repair quality

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.

- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A delivery-step checklist for explaining repairs, expectations, and warranty confidence, A review-request structure tied to reassurance and resolved communication, not generic begging, A recovery path for cases where the customer still feels uncertain at pickup.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.