

Collision Repair Insurance Intake Kit

A starter kit for collision centers that need cleaner insurance-status communication, better estimate updates, and more confident intake handling.

Collision-shop owners, estimators, CSRs, and front-desk teams

GUIDE

A starter kit for collision centers that need cleaner insurance-status communication, better estimate updates, and more confident intake handling.

WHAT THIS ASSET COVERS

- Collision Repair Insurance Update Script
- Front Door Score Tool for Small Businesses
- Booking Readiness Checklist for Small Businesses
- Website Conversion Audit Checklist for Small Businesses

SUGGESTED ROLLOUT

1. Improve insurance and repair-status communication from the first update onward.
2. Use the front-door score to expose intake and callback leaks.
3. Tighten scheduling readiness around drop-off and handoff moments.
4. Improve the website and inquiry path that supports estimate and status trust.

WORKING ASSET

Includes:

- Collision Repair Insurance Update Script
- Front Door Score
- Booking Readiness Checklist

- Website Conversion Audit Checklist

USE THIS KIT TO

- improve customer updates
- tighten insurance communication
- strengthen intake clarity

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Collision Repair Insurance Intake Kit" become shared but unmanaged work.
- Use it with collision-shop owners, estimators, csrs, and front-desk teams 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.

30-DAY ROLLOUT SEQUENCE

- Improve insurance and repair-status communication from the first update onward.
- Use the front-door score to expose intake and callback leaks.
- Tighten scheduling readiness around drop-off and handoff moments.
- Improve the website and inquiry path that supports estimate and status trust.

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: Collision Repair Insurance Update Script, Front Door Score Tool for Small Businesses, Booking Readiness Checklist for Small Businesses, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.