



“ I would highly recommend Comet Tracker/Wireless Workforce and their team to anyone looking for a bespoke software package. ”

- Katrina Oxtoby ,  
General Manager at Dent Wizard

## Dent Wizard

Leading provider of automotive SMART (small to medium area repair techniques) reconditioning services

### PROFILE

Dent Wizard specializes in painless dent removal; they continuously invest in cutting-edge technology, equipment, and training to remain at the forefront of the cosmetic automotive repair industry. All of their dent repair technicians are experts in the field and every one of them undergoes rigorous training to ensure the best dent removal service possible.

### CHALLENGES

With nearly 200 field-based technicians spread across the United Kingdom, all tasked with visiting multiple customers every day, Dent Wizard has tons of data to assimilate and analyze. Additionally, there are three separate departments all responsible for carrying out very different measures (i.e. Dent Wizard, Wheel Wizard, and Flying Colours).

A field-based operation of this size and complexity needs a software solution equipped to handle the sheer volume of data they routinely process. Dent Wizard struggled with their previous mobile resource management software supplier. They grew frustrated at the fact that there wasn't a software package available to help them enable change and improve their internal processes. After an analysis of the way Dent Wizard transferred data to and from the field-based technicians, it became apparent that a more intuitive, robust operating system was needed.

Jobs coming into Dent Wizard from various marketing campaigns and from long-term customers would arrive in many different formats. They had to be formatted, and pushed into the company Customer Relationship Management (CRM) platform. These jobs then had to be

dispatched quickly to technicians in the field for repairs to be made within strict timeframes. When repairs were completed in the field, all of the work needed to be reported. Before and after pictures had to be recorded, customer signatures, and invoices had to be sent to customers for prompt payment. Once the invoices were sent, the transactions then required recording in Dent Wizard's accounting software (Sage).

Here are some of the issues Dent Wizard faced before the implementation of Comet Tracker:

- There were breaks in continuity where a Dent Wizard staff member had to manually input data into the CRM, opening up the possibility for mistakes.
- There was no integration between the current CRM and their previously established MRM system.
- The current system was prone to mistakes and was difficult to use by technicians out in the field.
- To make changes, the entire software system was forced to shut down, resulting in costly site visits.
- The current system had to have expensive upgrades whenever a new Android/iOS operating system update was rolled out.
- There was no back-office reporting function on completed/uncompleted work.

There are a lot of moving pieces to the Dent Wizard business. They struggled because they were lacking a single platform that could handle and process the information they routinely dealt with.

## CASE STUDY

### SOLUTION

Comet Tracker was the solution needed to streamline the field-based operations at Dent Wizard Ventures Ltd. Our application quickly addressed their overall strategy and internal functionality requirements. Dent Wizard needed more than an eye-catching front screen solution; they needed a return on their investment and a software package that was in accord with their internal data analysis expectations and targeted deliverables.

Our application's built-in job-dispatch function helped get jobs out to technicians working remotely. Due to all Dent Wizard staff being familiar with Actsoft, our application was directly integrated with their CRM to allow jobs to be dispatched directly seamlessly. Integrating the Comet Tracker Application also made it possible to allow invoices to be created and automatically sent to customers, while providing a means to record all job related transactions.

Additionally, an SMS alert was created to allow customers to see that their repair request was recorded and would be completed within a specified timeframe. Wireless Forms were constructed and sent out to their technicians' mobile handsets. Health, safety, and vehicle inspection forms were all created to provide additional documentation. Comet Tracker also provided constant tech support to resolve any issues that Dent Wizard faces at any time of day or night.

### BENEFITS

The Dent Wizard team found our application to be a refreshing change from more traditional software companies. Our Comet Tracker team was able to quickly understand Dent Wizard's overall strategy and ascertain their internal functionality requirements.

Comet Tracker catapulted Dent Wizard ahead of their competition by updating their services and processes. Now, every time a new Operating System update is rolled-out by Android or IOS, our application will have already updated their systems to integrate with it, making transitions seamless.

Comet Tracker has helped Dent Wizard to penetrate new markets. Specifically, the software has resulted in a much faster turnaround of jobs received, dispatched and completed. Dent Wizard has increased their field-based workforce by nearly 40%, largely in part due to the improvements brought about by Comet Tracker. The technology is easy to use, and it's been getting very positive feedback from the field technicians who access the platform daily.

Dent Wizard now offers a very attractive Franchise opportunity, using an all-encompassing operating system, which is easy to use and navigate. They no longer need to set up a separate accounting system. Comet Tracker has provided Dent Wizard with a complete audit trail and that provides more clarity and accountability when it comes to their business practices. Our application has drastically reduced their ongoing operational costs, freeing up resources for hiring additional personnel and completing more jobs. Most system updates are now completed free of charge, or they can be completed in-house. Since launching the software, administrators report that service support has been exemplary and has led to dramatically improved target deliverables.

The transparency that Comet Tracker provides has led to improved customer feedback; customers like knowing when work will be completed, along with photo evidence showing everything was done the correct way.

Our application has even increased safety with Dent Wizard personnel. Wireless Forms have been customized to report potential dangers, in addition to providing plans of action, should an accident occur. The increased safety is better for company moral and reduces potential company liabilities, which could be very costly.

Comet Tracker provided the tools needed to benefit Dent Wizard and help them achieve even their loftiest goals.



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