

How Hedin Automotive is able to maximise repair lead conversion with Lead Manager

Introducing Hedin Automotive

As one of Europe's largest mobility providers, Hedin Automotive imports and distributes top-quality vehicles and offers exceptional retailing and workshop services. Hedin Automotive stands out with its strong focus on customer satisfaction and innovative mobility solutions.

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The challenge

Hedin turned to Openclaims to:

- ✓ Prevent the loss of repair leads to other body shops;
- ✓ Make it easier for customers to report damages regardless of which channel;
- ✓ Improve brand awareness during the customer journey;
- ✓ Lower manual work in the repair process.

Solution: Openclaims' Lead Manager

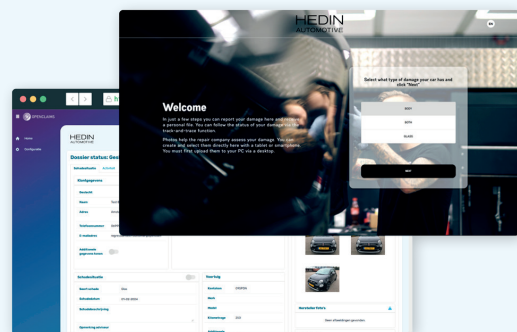
Through Lead Manager, Hedin Automotive (Body Repair) provides its customers with an easy and uniform digital FNOL connected to all of its different channels. This FNOL helps maximise repair lead conversion and offers a customer-friendly, and clear, repair process, allowing stakeholders to efficiently handle repairs. Thus leaving more time to actually focus on helping the customer.

Optimal cooperation between dealerships and body shop partners

- ✓ Lead Manager allows for efficient communication between dealers and body shops and supports smooth repair case handover.

Clear results

- ✓ High repair lead retention: Leads are kept within Hedin Automotive's certified repair network;
- ✓ Better customer experience: Customers can report damages effortlessly from all of Hedin Automotive's channels, while benefiting from a customer-friendly and clear repair process;
- ✓ Improved repair handling: Decreased manual tasks for stakeholders, giving them time and focus on helping the customer;
- ✓ Improved body shop workflow: Body shops within Hedin Automotive's network have a clear overview of all repairs that come in from all connected work providers.



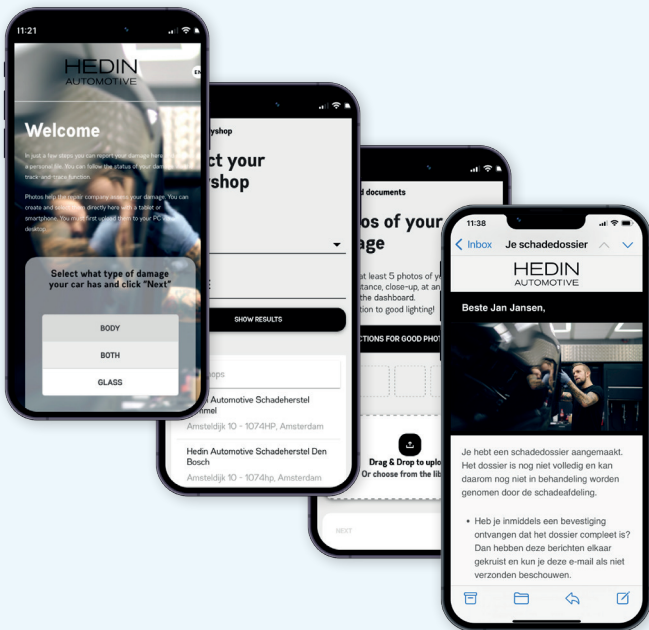
“We are adding all of our different channels to the Openclaims platform, step by step. This is our method to uniform processes and enables us to direct every damage to the right body shop.”

Looking ahead

In the (near) future, Hedin Automotive (Body Repair) plans to further improve its repair lead conversion by integrating all of its channels to Openclaims, ensuring that customers can report damages regardless of which channel. In addition, Hedin Automotive plans to improve its repair handling further by fully digitising and automating its repair workflows.

In their words

“We are adding all of our different channels to the Openclaims platform, step by step. This is our method to uniform processes and enables us to direct every damage to the right body shop.” - Guus Baris.



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Discover how Lead Manager can improve your business.

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