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Automotive Service Association of Arizona

new

November 2020

SANITIZER SPECIAL

**EMPLOYEE
BENEFITS**

**MANAGEMENT
SOLUTIONS
& Software**

**OWNERS
WEBINER
THIS WEEK**



IN THIS EDITION:

Employee Benefits & Insurance

Aflac

Hershenberg Financial

SPMG Insurance

Federated

Software

ShopWare

Bolt On

Management, Customer Retention

Mail Shark

KuKui

My Shop

Manager

Broadly

Finance & Staffing

EasyPay

APN Staffing

Auto Parts & Supplies

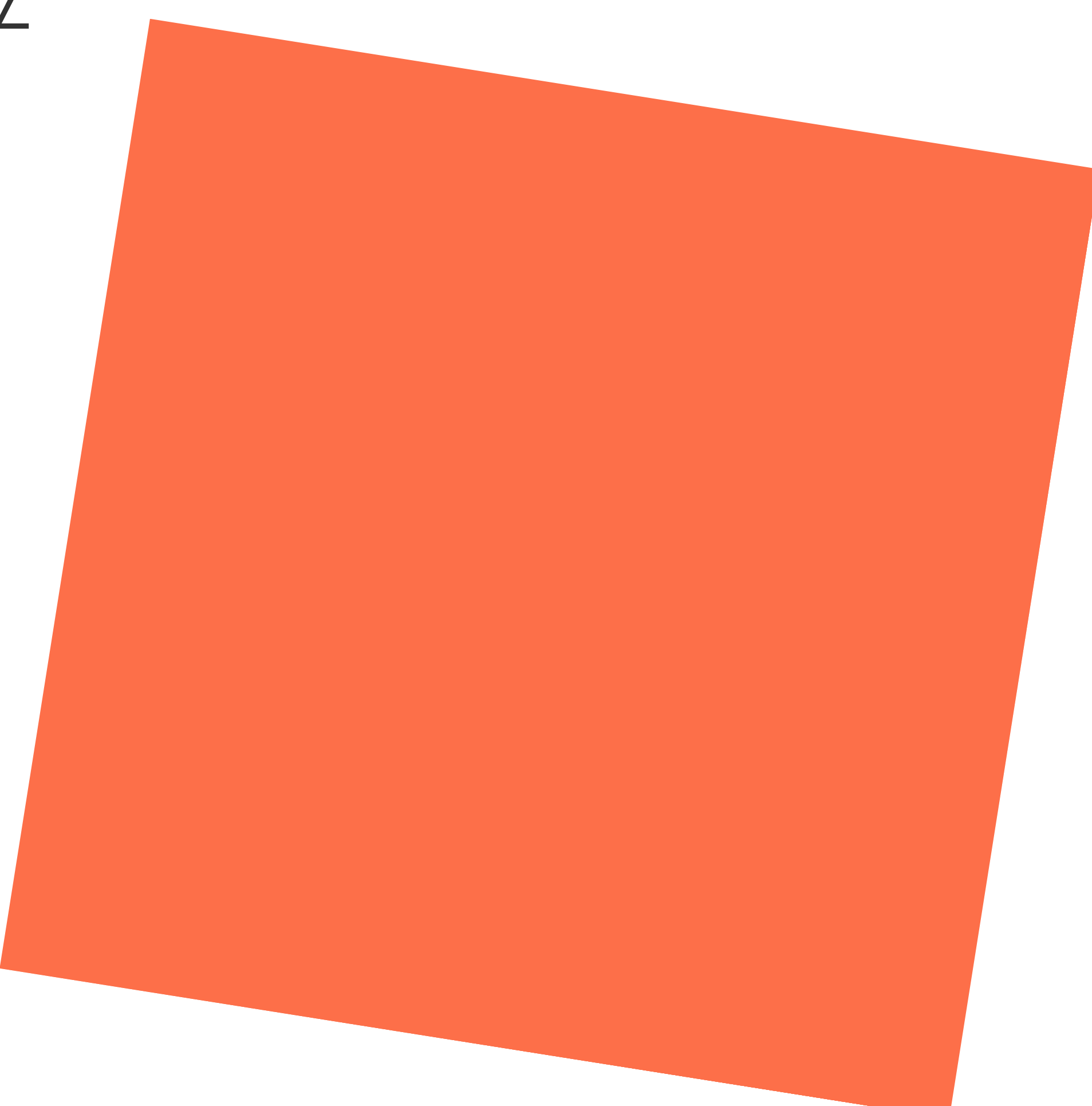
AutoZone

LKQ



ASA Arizona Monthly Magazine Updates

See what our ASA AZ
Associate Members
are doing to assist
you, your business,
employees and
customers.



What's Going On at ASA National...

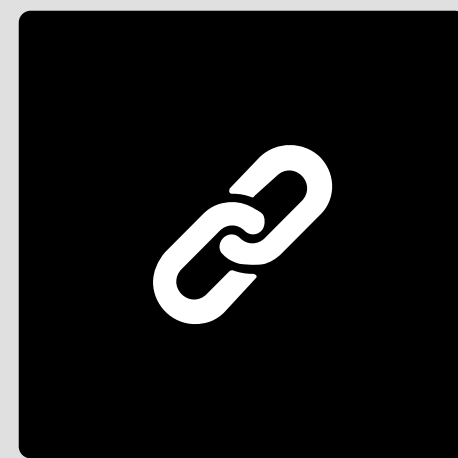


April 30th - May 1st, 2021

Watch for Details

to bring you the BEST in industry training, speakers, panel discussions, networking & offers.

ASA Arizona is proud to be on the event steering committee for this nationwide event.



Listen to previous episodes

Webinar Wednesdays from ASA!

Each webinar will be held in the following time zones:

10-11 a.m. PT / 11 a.m.-Noon MT / 12-1 p.m. CT / 1-2 p.m. ET



There are 69 episodes
on all subjects waiting
to be heard!



**TAKING
THE HILL**



ASA Urges Shops to Contact Congress to
Move New COVID-19 Relief Stimulus
Package



Link to sign the letter to Congress

Work Comp Insights

Reliable Risk Management - Your Workers' Compensation Partner

The First 24 Hours After an Injury

The moment an injury occurs, it initiates a sequence of events that can last for weeks or even months. But no matter how prolonged the recovery period, the first 24 hours after an injury are the most crucial. To respond effectively to an incident, the majority of the action items should occur within 24 hours.

Your supervisors may already be experienced in handling injuries. Still, a clearly defined 24-hour injury response plan will help them provide even more effective and consistent responses, and ensure that supervisors and employees know what to expect when someone is injured. The plan will also provide the necessary guidance when experienced supervisors are not immediately available to respond to an accident or injury.

The First 24 Hours after an Injury are Critical

Injured employees may feel worried about keeping their jobs, worried about their health and frustrated or confused by company policies. A rapid response plan turns a potentially negative event into a more manageable scenario for you and the employee by addressing their concerns up front, helping them get the care they need and lowering claims costs.

Both organizations that work with injured employees— such as the American Academy of Orthopedic Surgeons—and those that work with risk management for organizations—such as the Public Entity Risk Institute—agree that prompt and thorough action promotes the best outcomes for everyone involved. The lag between when an injury occurs and the reporting of that injury has a significant effect on both the time it takes to close the claim and the final cost of the claim.

A study published by the Hartford Financial Services Group found the following:

- Claims reported during the second week after an occurrence had an average settlement value that was 18% higher than that for claims reported during the first week.
- Waiting until the third or fourth week resulted in claims costs that were about 30% higher.
- Claims that were not reported until 1 month after the occurrence were typically 45% higher.
- According to the study, back injuries were particularly sensitive to delayed reporting; waiting just one week to report a back injury typically results in a 40% increase in the ultimate cost of the claim.

Common Reasons for Delaying Reporting

The most common reason for delayed reporting is that the injured party believes the pain will go away. This creates problems, as most injuries that are not addressed immediately take longer to heal. The second most common reason for delayed reporting is a lack of employee training. Approximately 97% of employees injured on the job do not know what process to follow; in many



This Work Comp Insights is not intended to be exhaustive nor should any discussion or opinions be construed as legal advice. Readers should contact legal counsel or an insurance professional for appropriate advice. © 2011, 2019 Zywave, Inc. All rights reserved.

cases, they will go to their own doctor rather than reporting to their supervisor.

Less common, but certainly prevalent, is the concern that there will be a negative reaction from a supervisor. This highlights the importance of supervisor training, creating a clear message about immediate reporting, and maintaining a supportive work environment.

Delayed reporting may also be caused by a conflict over a non-injury issue. This occasionally can result in an employee belatedly reporting a real or fabricated injury in order to retaliate for some other grievance against the company or supervisor. Unfortunately, claims of this nature are rarely resolved quickly.

Training and Communication

Since time is so valuable to the process, it is important that training is given in advance so employees will not be confused about their responsibilities should an injury occur. For supervisors, training allows them to take a more active role in managing the response and to serve as a guide for injured employees. This means quicker reporting times and better health outcomes.

Training should ensure employees are aware of how to access appropriate care. Employees should be comfortable reporting injuries knowing they will be treated with care and respect. During training, continually reinforce the company's commitment to helping every injured employee heal properly and return to work promptly.

To aid in educating your staff about workplace injuries, your company should create and post a written, 24-hour response plan for employees and supervisors to follow.

Prompt Medical Treatment

Immediate assessing of the injury and facilitating appropriate and personal treatment is crucial.

Determine the type and severity of the injury; ideally, a staff member trained in first aid can assess the severity of the injury and the appropriate action needed. For injuries that usually result in the most lost time and highest claims costs, such as sprains, strains, neck and back injuries, appropriate medical care is most likely a prompt visit to a clinic or a doctor well versed in evidence-based, occupational health care delivery. An established clinic relationship facilitates prompt and appropriate treatment for injured workers.

Timely Reporting

After triaging the victim and providing prompt medical attention, it's important that the injury gets reported to the appropriate parties immediately. Ensure that injury reporting is quick across all levels (supervisor, injury management coordinator and insurance carriers). Timely reporting is one important result of effective training and results in rapid return to work and minimized indemnity claims.

Expedited Return to Work

From the moment an injury is first examined, there should be considerations made as to when the employee will be able to return to his or her duties. Return to Work programs tend to result in better health outcomes and preserve many important benefits, such as health coverage, that are contingent on attendance. Return to Work programs also tend to limit claims costs to medical costs only. Whenever possible, employers should facilitate a return to work in order to minimize indemnity payments, because even small indemnity payments can have an adverse effect on your mod. To facilitate your Return to Work program, you should do the following:

- Communicate caring and concern as soon as possible, letting injured employees know that you care about their well-being and want them back on the job as soon as they are able.



- Give the injured employee forms to take to the doctor. These forms allow the doctor to authorize return to work and note any temporary restrictions an employee may have.
- Follow up with the injured employee by finding out how the doctor's visit went. Together, you can formulate an appropriate Return to Work plan.

Matt Shoquist | Commercial Broker

**Commercial Insurance & Workers'
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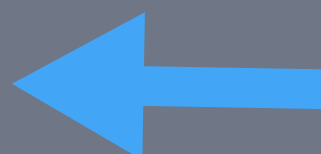
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30 DAY TRIAL**

What We Do

We combine all the tools you need to run a highly profitable shop into one simple cost-effective platform.

We determine what your goals are, we show you exactly how we will get you there, and then our team of experts does 100% of the work for you so you can get back to focusing on what matters.

(or finally take that vacation you've been putting off!)



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Emails



Call Tracking



Digital Inspections



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We'll use our experience in running successful shops to analyze the demographic, geographic, and behavioral data from your clients so you can attract and retain your premium clients.



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Every shop is different, and so are their marketing needs. Once your reports are generated, our team will review your entire business with you to determine the fastest and most effective way to reach your goals.



We Build You A Custom Marketing Plan

Once we know what your shop needs, your dedicated account representative will present you with a custom marketing plan. After your approval we will deploy, monitor, and test everything for you - requiring no effort or work on your part.



Results That Make You Smile

Imagine waking up every day knowing you will have your bays filled with profitable customers. Now stop imagining and start experiencing. That's exactly what we provide for thousands of shops every day.

Two-Way Texting

With our full two-way texting, MyShopManager helps you do more than "just marketing." You can build relationships with your customers that will last for years.



Unlimited Messages

Texting thread getting a little long? No worries! Send to your heart's content with no extra charges or fees.



Create Engagement

Text campaigns get as high as a 70% response rate! Communicate with your customers the way they want to communicate.



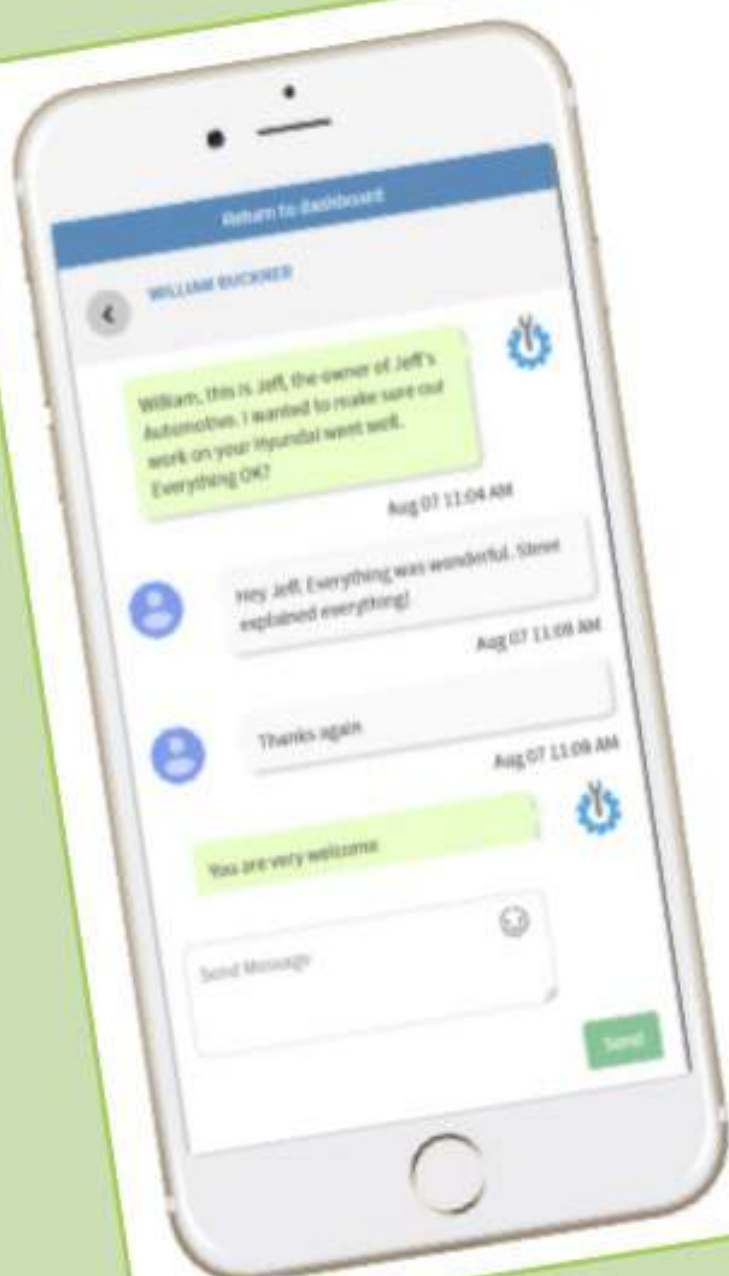
How We Do It

Everything starts with a risk-free trial so you can see real results in your shop.

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At MyShopManager, we believe that you should always expect real, measurable results. For a repair shop, results are easy to measure: Higher Customer Counts and Increased Sales to Each Customer.

We track everything for you and you only pay for what works!



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Think you can't afford dental benefits
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Created specifically for:



New 2021 Proposal



Created specifically for:



Dental & Vision Proposal

Benefit Year: January 1, 2021 – December 31, 2021¹

Your employees can choose either dental option. Minimum participation requirements may apply.²

STANDARD PLAN

Delta Dental PPO™

Benefit Coverage	PPO Dentist, Premier Dentist and Out-of-network Dentist ³
Preventive Services	100%
Basic Services	70%
Major Services ⁴	40%
Individual Deductible ⁶	\$50
Family Deductible ⁶	\$150
Annual Maximum Benefit	\$1,000

PREMIER PLAN

Delta Dental PPO Plus Premier™

Benefit Coverage	PPO Dentist, Premier Dentist and Out-of-network Dentist ³
Preventive Services	100%
Basic Services ⁵	80%
Major Services	50%
Individual Deductible ⁶	\$50
Family Deductible ⁶	\$150
Annual Maximum Benefit	\$1,500
Orthodontic Lifetime Maximum (Child Only)	\$1,500

Weekly Rates

Employee	\$5.75
Employee + Spouse	\$12.08
Employee + Child(ren)	\$12.82
Employee + Family	\$19.90

Weekly Rates

Employee	\$8.18
Employee + Spouse	\$17.19
Employee + Child(ren)	\$20.19
Employee + Family	\$30.92

Automotive Service Association of Arizona members receive exclusive pricing on Standard and Premier plans.



YOUR BROKER INFORMATION

Broker Name: Rory Stone-Walsh

Phone: 480.526.9124

Email: rory@hsinsuranceservices.com



¹Groups starting coverage mid-year will receive benefits through December 31 and renew for a new benefit year.

²The minimum plan enrollment is 2 enrolled employees.

³Members may incur higher out-of-pocket costs when seeing a Premier or out-of-network dentist.

⁴On the Standard Plan, endodontics and periodontics are considered a major service.

⁵On the Premier Plan, endodontics and periodontics are considered a basic service.

⁶Deductible applies to basic and major services.

Plan Now for 1/1/21

Your employees can choose the vision option below. Minimum participation requirements may apply.⁷

DELTAVISION® - INSIGHT NETWORK - PLATINUM PLAN⁸

Vision Care Service	In-network	Out-of-network ⁹
Vision Exam With Dilation (As necessary)	\$10 copay	\$30
Retinal Imaging	Up to \$39	N/A
Contact Lens Fit & Follow-up		
Standard Fit & Follow-up	Up to \$55	N/A
Premium Fit & Follow-up	10% off retail price	N/A
Frames	\$0 copay; \$150 allowance, 20% off balance over \$150	\$75
Standard Plastic Lenses		
Single Vision	\$10 copay	\$25
Bifocal	\$10 copay	\$40
Trifocal	\$10 copay	\$55
Lenticular	\$10 copay	\$55
Standard Progressive Lens ¹⁰	\$75 copay	\$40
Premium Progressive Lens ¹⁰	Tier 1: \$95 copay Tier 2: \$105 copay Tier 3: \$120 copay Tier 4: \$75 copay, 80% of charge less \$120 allowance	\$40
Lens Options		
UV Coating	\$15	N/A
Tint (Solid and gradient)	\$15	N/A
Standard Scratch-Resistance	\$15	N/A
Standard Polycarbonate	\$40	N/A
Standard Anti-Reflective ¹⁰	\$45	N/A
Polarized	20% off retail price	N/A
Photocromatic/Transitions Plastic ¹⁰	\$75	N/A
Premium Anti-reflective	Tier 1: \$57 Tier 2: \$68 Tier 3: 80% of charge	N/A
Other Add-Ons and Services	20% off retail price	N/A
Contact Lenses¹¹		
Conventional	\$0 copay; \$150 allowance, 15% off balance over \$150	\$120
Disposable	\$0 copay; \$150 allowance, plus balance over \$150	\$120
Medically Necessary	\$0 copay, paid-in-full	\$200
Lasik and PRK Benefit	15% off retail price or 5% off promotional price	N/A
Diabetic Care Services¹²		
Office Service Visit (Medical follow-up exam)	Covered 100%, \$0 copay	\$77
Fundus Photography ¹³		\$50
Extended Ophthalmoscopy ¹⁴		\$15
Gonioscopy		\$15
Scanning Laser		\$33
Frequency		
Examination	Once every 12 months	
Lenses or Contact Lenses	Once every 12 months	
Frame	Once every 12 months	
Diabetic Care Services	Up to 2 services per benefit year	
Weekly Rates When bundled with dental	Platinum	
Employee	\$1.76	
Employee + Spouse	\$3.53	
Employee + Child(ren)	\$3.44	
Employee + Family	\$5.38	

⁷The minimum plan enrollment is 2 enrolled employees.

⁸DeltaVision vision plans are administered by EyeMed Vision Care LLC.

⁹Out-of-network reimbursement will be the lesser of the listed amount or the member's actual cost from the out-of-net work provider. In certain states, members may be required to pay the full retail rate and not the negotiated retail discount rate with certain participating providers. Please see EyeMed's online provider locator to determine which providers have agreed to the discounted rate.

¹⁰Fixed pricing is reflective of brands at the listed product level. All providers are not required to carry all brands at all levels. EyeMed reserves the right to make changes to the products on each tier and the member out-of-pocket costs. Contact EyeMed for a current listing of brands by tier.

¹¹Contact lens allowance includes materials only.

¹²Diabetic care services cover diabetic eyecare evaluation services only for members with Type 1 or Type 2 diabetes. Exclusions and limitations may apply. Refer to plan details for coverage specifics.

¹³Not covered if extended ophthalmoscopy is provided within 6 months.

¹⁴Not covered if fundus photography is provided within 6 months.



Link to Registration

COMPLIMENTARY WEBINAR

**Cost-Effective Solutions for
Mid-Pandemic Workplace
Controversies**

Add body text

**Tuesday, November 17, 2020
12:00 p.m. Central**

Webinar highlights:

In this webinar, we will identify seven types of challenges and recurring problems that employers face today, and we will discuss cost-effective solutions your organization can implement to reduce risk while preparing for year-end and for 2021. We'll offer practical tips and resources, and will answer questions at the end of this webinar.



This activity meets HR Certification Institute's* criteria for recertification credit pre-approval.

This webinar is provided by Enquiron*, a company wholly independent from Federated Insurance, with the understanding that Federated Insurance does not provide legal or employment advice.



Register Here

PROMO

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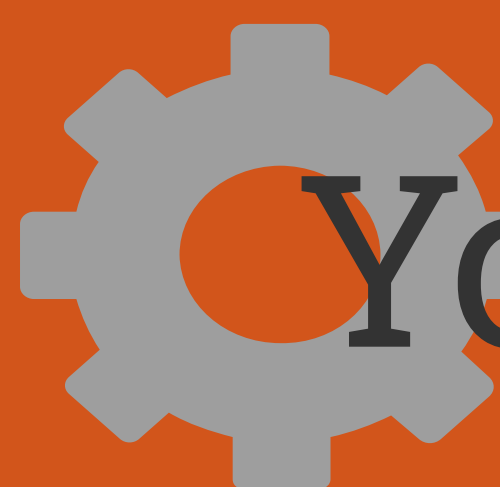


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WHAT SHOP CUSTOMERS ARE SAYING:



E & M Motors Auto Service

For me, "seeing is believing". The pictures helped me to understand the technical terminology on the diagnostic report. With this information, I was able to make decisions on the repairs needed as well as the priority of the work that was needed.

J.D. (February 23, 2020)



Auto Works of Brandon

This is THE Best Repair Shop I have ever used. Fast, Friendly, Honest, and best of all "Paperless". You get status updates text messages complete with what was found, how much each repair costs and Best of All.. you simply click what you want fix or not. Amazing! Going forward I'm not taking my vehicles to any other shop.

M.J. (August 8, 2019)

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Now, BOLT ON is offering the same award-winning, business-enhancing solutions to new and used car dealer service centers, auto body shops, parts vendors, import car, truck, RV, motorcycle and marine repair specialists, fleet managers and other sectors of the automotive aftermarket. Formerly available only to traditional repair shops using compatible third-party shop management programs, BOLT ON's full capabilities are now available via the cloud through NextGear, making it possible for any customer-facing repair operation with an internet connection and a mobile device to improve communications, strengthen relations and increase business with customers. There's no need to buy new software or hardware.

NextGear includes the full suite of capabilities every establishment doing repair work needs, in a single product, available month-to-month with no long-term commitment, allowing them to enhance the way they service customers. Dealer service centers, for instance, can text customers multimedia updates which are faster and more detailed than many of the traditional communications tools, and collision centers can provide photographic evidence of vehicle damage in real time, for speedier approval of repairs from the insurance carrier. For sectors where future work such as regular maintenance can be anticipated, drivers can schedule those appointments and receive service reminders on their device. NextGear can also prompt customers to leave a positive review of their experience, helping shops and service centers to manage their online reputations.

- Vehicle condition photographs and videos
- BOLT ON's red/yellow/green-light vehicle health reports
- Two-way texting between customers and the shop
- Speech-to-text note taking
- Canned recommendations and notes, standardizing a professional polish to every diagnosis and communication
- Complete vehicle maintenance profiles
- Ability to clearly track progression and wear of parts over time
- Future appointment scheduling
- Text-To-Pay and payment financing, through BOLT ON Pay
- Review Manager
- Cloud storage of all data, for protection and easy access



**Check out
what
NextGear
has to Offer**

"We've had tremendous success with independent auto repair shops, giving them the tools to add transparency and improve communications, giving customers peace of mind and keeping their repair bays humming while enhancing revenue," said Mike Risich, BOLT ON TECHNOLOGY's founder and CEO. "With the launch of NextGear, based entirely in the cloud, we can now help every sector of the auto aftermarket, whether you're fixing transmissions, replacing fenders, or servicing trucks, motorcycles, high-end imports or RVs."



Why Choose Mail Shark?

Mail Shark is more than a direct mail company - we're an extension of your marketing team. Over the past decade, we've helped countless businesses like yours to meet their marketing goals with custom direct mail solutions.

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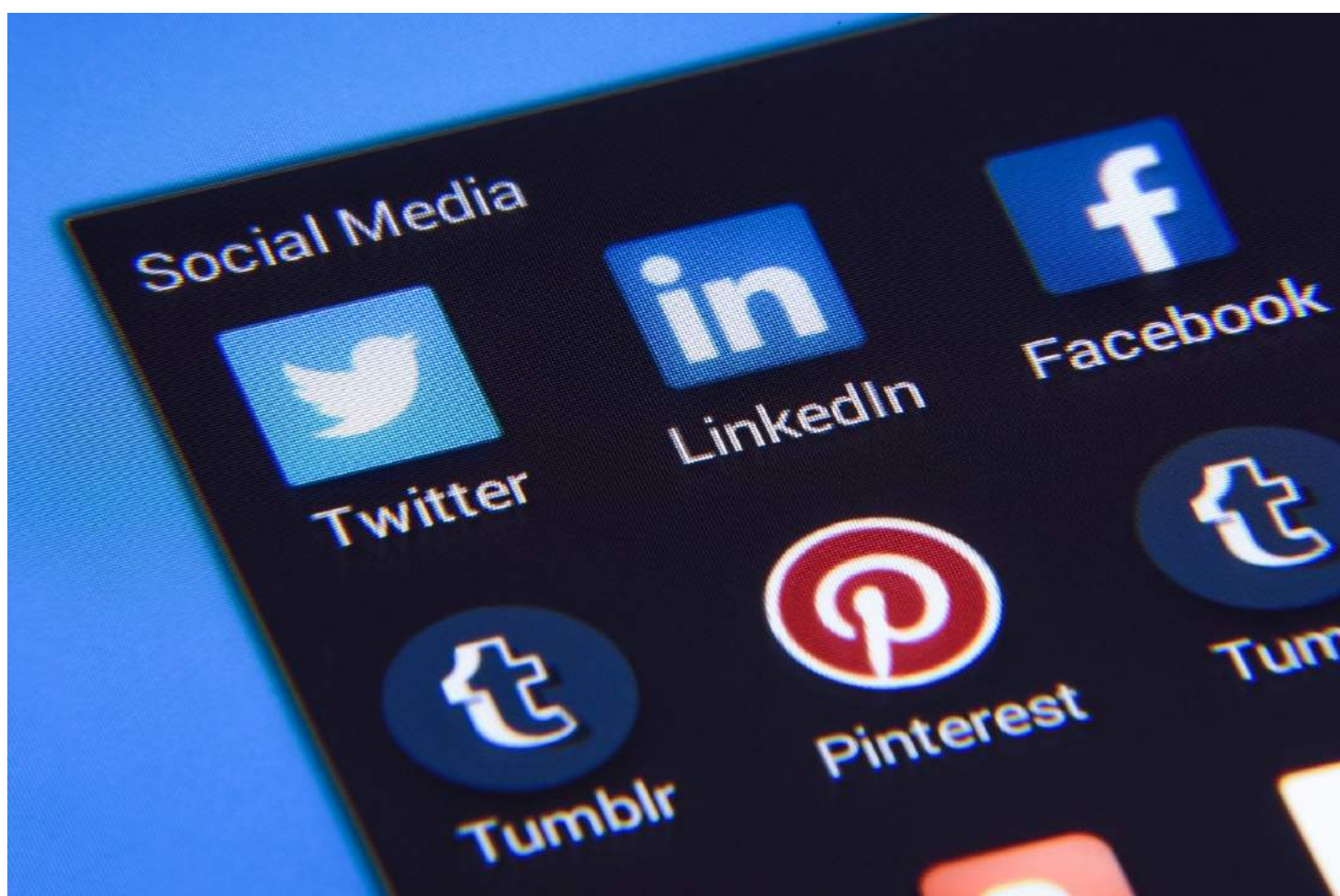
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WEB LEADS IN
6 MONTHS



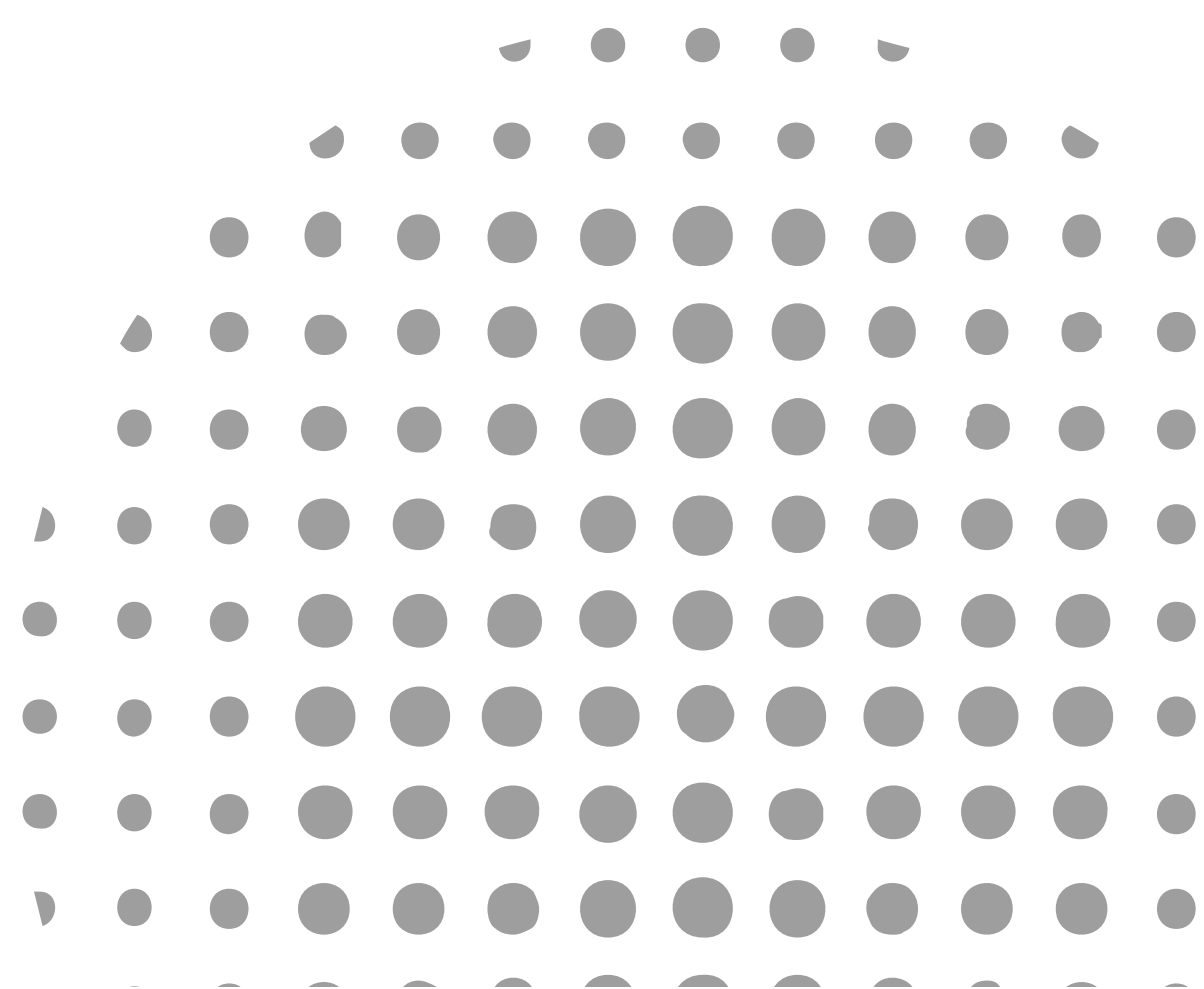
Broadly helps auto shops grow and manage their business by making it simple to get reviews where they matter.

Visit our Website



Broadly also generates leads, improves customer communications and enhances the entire customer experience.

Learn more about Broadly and how we are involved with ASA



THE BUYOSPHERE

Convert More Shop Calls and Get More Work

Free Live Webinar Wednesday November 4, 2020
11am PT/2pm ET

**THIS
WEDNESDAY
@ NOON**

Only 44% of callers seeking auto repair service are converted into actual shop appointments.*

This free, 45 minute webinar will give you tools for increasing your shop call conversion rate and driving more work to your technicians.

Register for the Webinar to learn:

- How to use The Positive Conversion Cycle to increase conversion rates
- Specific strategies to maximize the Customer Service/Call Conversion Connection
- How each of the three types of employee affects your call conversion rates

Join Webinar host and Buyosphere Director of Training Lorri Wright for this fascinating and informative program that will share powerful tools with proven call conversion results!

*2014 Ratchet+Wrench



Buyosphere website

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See video link for details**



Click to Register

SOMETIMES IT'S GREAT TO BE TALKED ABOUT

"The Buyosphere team did a great job in creating scripts, listening to our calls, and coaching our team. I would highly recommend them!"

**Chris Garman, Owner
Wilhelm Automotive**

"In all of the training I've done Buyosphere training has the best pathway with the accountability model for success, out of anybody. The way you guys do it is bar none the best I've seen, ever."

**Travis Troy, Owner
Honest Wrenches, Ankeny, Iowa**

"I've used Buyosphere for over 6 years and find it to be the best coaching for automotive repair shops hands down. Rob is always there with sound advice and training for every situation and objection. I would give Rob 6 stars if I could."

**Jeff Rol, Manager
Autocare Plus, 8 locations in
New Hampshire**

"Jonnie is tough and he is honest. He is a great instructor with passion that keeps everyone motivated. I have taken a lot of classes from a lot of auto experts and I would rate Jonnie as one of the top."

**Jayson Preston, Manager
Curt's Service, Oak Park, MI**





Increase Revenue by Helping Your Customers Say YES to their Auto Needs!

ENROLL FOR FREE, GET MORE CUSTOMERS, MAKE MORE MONEY - IT'S THAT EASY.



THE FACTS

90%

of auto repair customers would choose to bring their car to a repair shop that offers payment options over one that does not*

88%

of consumers are more likely to approve recommended repairs with the availability of a payment option*

*2020 EasyPay Finance Consumer Survey

Get your money ASAP - Funds are sent the same day*

Cover big repairs - Up to \$5,000

Double your ARO** - By offering EasyPay for ALL your repairs & maintenance

Pre-qualify customers FAST - Without affecting their credit score***

Simple process - Instant decisions, electronic signing, same day funding

Up to **\$5,000** | **\$0 Down** | Good Credit to **No Credit** | **90-Day** Interest Rebate****

Ready to enroll for free, get more customers and make more money?

elise.gilmore@easypayfinance.com | chris.evans@easypayfinance.com

<https://enrollment.easypayfinance.com/automotive-service-association-arizona>

*If received by 4PM EST **Minimum amount financed \$350 ***90% chance customer will be approved after pre-qualification ****With up to a \$40 processing fee

Help Your Customers When They Need It Most



Using EasyPay gets you more returning customers because you're helping them:

Save money - All customers are eligible for the 90-Day Interest Rebate Promotion

Pay later - \$0 down required today

Avoid surprises - EasyPay contracts are transparent and straight forward

Sign anywhere & anytime - Convenient electronic signatures & mobile applications

IMPORTANT: Why EasyPay is Better than Lease-to-Own

- How do you rent a repair?
- Figuring out parts and labor ratios is complicated for your staff
- Lease multipliers (lease version of APR) are confusing for your customer and can be more expensive - leading to customers that may not return.
- Customers don't like up front fees or down payments

Bottom Line: EasyPay results in happier customers that continue coming back.

Ready to enroll for free, get more customers and make more money?
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*If received by 4PM EST **Minimum amount financed \$350 ***90% chance customer will be approved after pre-qualification ****With up to a \$40 processing fee
Not available to customers in NY. Financing offered to residents in AL, AR, CO, CT, FL, GA, HI, IA, IN, LA, MA, MD, ME, MI, MN, MS, MT, NC, NE, NJ, OH, OK, RI, SC, SD, TN, TX, VT, WV, WY and District of Columbia is made by Transportation Alliance Bank, Inc., dba TAB Bank, which determines qualifications for and terms of credit. Financing in all other states is administered by EasyPay Finance.

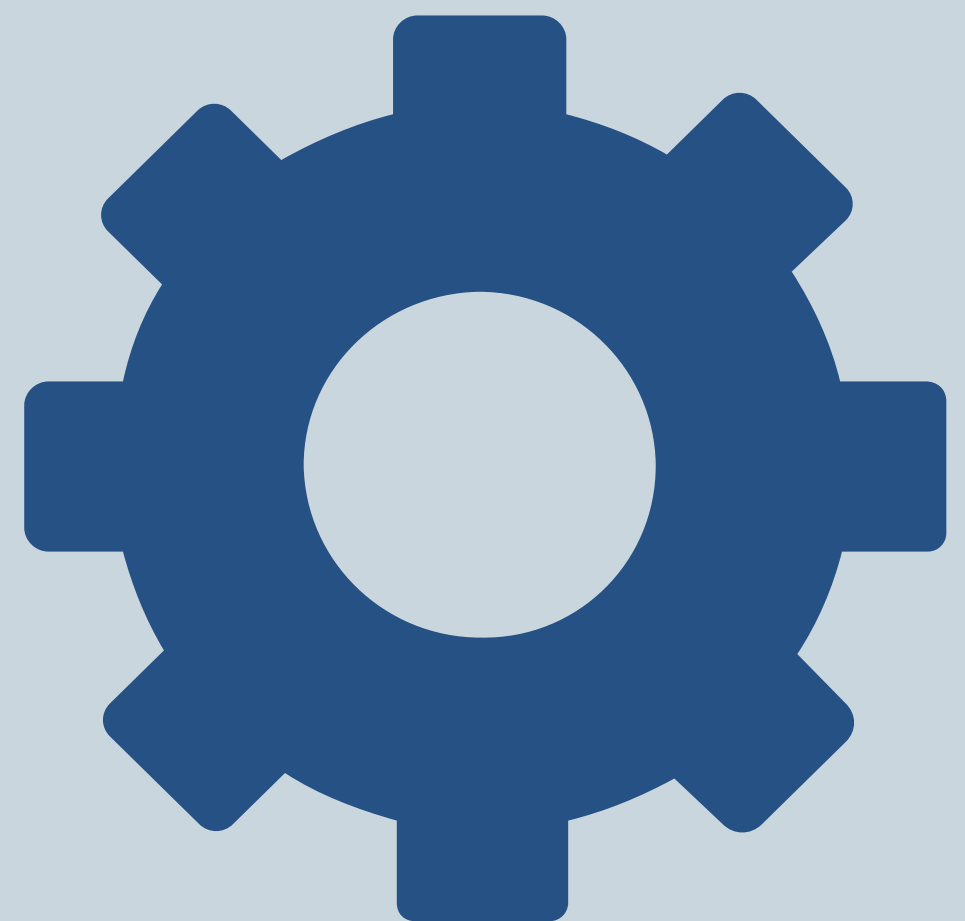


Link to ASA EasyPay Enrollment



OE RECYCLED PRODUCTS

- LKQ Recycled parts are OEM parts that have the original fit and function as those that are being replaced.
- Recycled products come from vehicles that have been damaged in collisions. These parts are completely unaffected and are a cost effective repair solution.



AFTERMARKET PRODUCTS

Fenders

Compressors

Oil Pans

**Reconditioned
Wheels**

Hoods

Cooling Fan

Sending Units

Replica Wheels

Grilles

Assemblies

**Modular Fuel
Pumps**

Classic Car Parts

Panels

Bumpers

Filler Necks

**Heavy Truck
Products**

Doors

Impact Strips

Head Lamps

Radiators

Mirrors

Tail Lamps

Condensers

Undercar Products

Side Markers

Evaporators

Straps

Parking Lights



PROMISE OF PROTECTION

PRODUCT LIABILITY INDEMNIFICATION

LKQ Corporation (LKQ) hereby agrees to indemnify a licensed automotive repair shop (Repair Shop) that purchases an aftermarket replacement product directly from LKQ and installs it on a private passenger vehicle (Product) against claims, actions, liabilities, costs and expenses relating to the death or injury of any person and the damage to any property (other than the Product, which is covered by its own warranty) directly and solely caused by a defect in the Product.

TERMS AND CONDITIONS

The agreement by LKQ to provide such indemnification is subject to the following terms and conditions:

- The Repair Shop provides notice to LKQ of the request for indemnification in sufficient time so as not to prejudice LKQ's ability to defend or otherwise resolve the matter. LKQ will not cover costs or expenses incurred prior to notice to LKQ.
- LKQ has the absolute right to select, appoint and control any legal counsel provided for the defense of the Repair Shop.
- Claims arising from the negligence or malfeasance of the Repair Shop are not covered.
- Any indemnification provided is solely for the benefit of the Repair Shop and cannot be assigned or transferred to any other party.
- The right to be indemnified applies only to Repair Shops located in North America.

Effective April 1, 2012

Notice of any claim shall be submitted in writing to the General Counsel,
LKQ Corp., 500 West Madison St., Suite 2800, Chicago, IL 60661



CONTACT US:




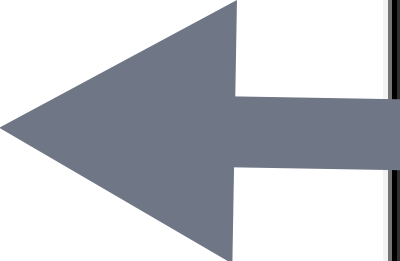
JASON ENRIGHT

jpenright@lkqcorp.com

(602)470-5086



Calendar of Events

Monday	Tuesday	Wednesday
2	3 What does it mean to be a Leader? Not just a position?	4 Convert More Shop Calls
9	10 Influence! Making mySHIELD Yours	11
16	17 Cost-Effective Solutions Personality Types Phoenix Chapter Mtg Valley Verde Chapter Mtg	18
23	24 Relationship Selling	25
30		 

Thursday	Friday
5	6
12	13
19	20
26	
<div> <div></div> <div>Link to Calendar of Events</div> </div>	

N O V E M B E R



To all our Members



**Check out all of
your member
benefits**

Automotive Service Association of Arizona
PO Box 81517
Phoenix, AZ 85069
602.910.0081

