

**It's All Right Here!**

Totally unique with hundreds of innovative features that are not available anywhere else.

Organize, improve and manage your business and quality control process ...designed around the Certified Collision Repair Provider business operating model, giving you a distinct competitive advantage in your marketplace. Adopt and adapt to the new demands and better ways to do business, helping you operate more efficiently and profitably to achieve the highest performance possible.

ShopOps is web-based, password protected and accessible through any desktop or mobile device.



## Appointment Setting & Contact Manager (CRM)

Now, you have the ability to receive and process appointments made by consumers through the numerous shop locators, smart apps and the future connected cars. This Customer Relationship Manager (CRM) also facilitates direct communications, and customer retention initiatives throughout the repair. This feature also facilitates FNOL notification from consumers, the vehicle, insurers or any other sources, directly to the shop to set appointments and process.

**Marketing Manager – Powerful Marketing tools** are provided for Certified shops and available here including signs, logos, web site templates and management, press releases, consumer awareness eLOBBY, on-demand direct marketing, brochures, etc.

The screenshot displays the Marketing Manager interface with several sections:

- CERTIFIED SIGNS**: Personalizing Your Sign! Please enter your "Business Name" below as you would like it to appear on your Certification signage. In the event you enter your name EXACTLY as you want it to appear on the final sign.
- LANDING PAGES**
- PRESS RELEASES**
- CERTIFICATION LOGOS**
- eLOBBY**
- LISTING**
- Enterprise Elite**: Click Here to Request a Enterprise Elite Service Partner Sign. Any questions? Please contact Ashley & Charles@ph.com
- Additional And Optional Certification Signages**
- Order Summary**

**DASHBOARD**, **CONTACT MANAGER**, **BUSINESS CERTIFICATION**, **REPAIR DOCUMENTATION**, **MARKETING** buttons are visible at the bottom.

**APPOINTMENT ALERTS (1)** section shows two entries:

- January 14: Date / Time: 01/14/2019 8:00 AM - 9:00 AM, Name: Joshua, Year: 2009, Make: Nissan, more info
- January 30: Date / Time: 01/30/2019 8:00 AM - 9:00 AM, Name: Brian, Year: 2007, Make: Nissan, more info

**APPOINTMENT CALENDAR (0)** section shows two entries:

- Nissan Sentra 2012 at 9:00AM Larry David 201-655-3333, more info
- Kia Optima 2008 at 9:30PM

**REPAIR DOCUMENTATION** section shows a summary view of repair procedures and parts used.

**CERTIFIED REPAIR** section shows a certificate of authenticity for a repair.

**PENDING ESTIMATES**, **ESTIMATES IN PROCESS**, **ESTIMATES IN NEED OF REVIEW**, **ESTIMATES IN HISTORY** sections show various repair status indicators.

**Body** section shows repair procedure details for a front door seal.

**INDUSTRY NEWS** section shows news items related to the automotive industry.

## Repair Documentation System – This feature provides the shop with a turn-key “repair documentation system” and cloud-based record storage enabling efficient electronic proof of:

- how the vehicle was repaired and if OEM Repair Procedure were used, as well as and the results of scans performed
- with what (parts type and source),
- by whom (if they had the appropriate skills and/or knowledge).

## “Certified Repair” – This feature enables you to provide:

- “Certificates of Authenticity” for parts,
- “Certificates of Compliance” when you follow OEM repair procedures, and
- the ULTIMATE with a “Certified Repair” when you are in full compliance and have properly documented it all!

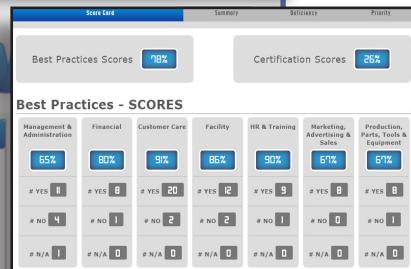
**ShopOps is the electronic business "tool box" filled with key features that help organize, improve, and manage your body shop business operations. Assured Performance's "ShopOps" and the electronic tool-set included are provided as exclusive benefit of Assured Performance Certification. ShopOps was designed around the key components of the Certified Collision Repair Provider business operations and the OE-CRP Model.**

**Data Manager** – Now with dataIQ, you have your own data dashboard to self-manage your business's performance with KPI's, comparative benchmarking and automated scorecard reporting. You have the ability to drill-down on your own data and see the details of what is driving your profits ...or not!



**COMMUNICATIONS: INBOX (15)**

Test mail -long text	2018-01-18 18:52:30
Test mail -long text	2018-01-18 18:52:30
Test Company name and email	2018-01-18 18:47:16
Test Company name and email	2018-01-18 18:47:16
Test Company name and email	2018-01-18 18:47:16
Test Company name and email	2018-01-18 18:47:16
Test Company name and email	2018-01-18 18:47:16
Test Email	2018-01-18 11:43:36
Test mail	2018-01-18 10:57:48
	0000-00-00 00:00:00



**I-CAR TRAINING**

Note- Click here to open I-Car Training

**AMERICAN MANAGEMENT INSTITUTE**

**3M TRAINING**

Professional Development Program (PDP) Repair Professionals

**TO DO LIST (5)**

Search For File Admin Enter Keyword Search Files Choose a file or drag it here. Problems ? Click here to use Manual Upload program

Name	Type	Description	Date modified	Author
150.jpg	JPG	200.jpg	2018-08-15 15:58:11	Jason Coggeshall
200.jpg	JPG	200.jpg	2018-08-15 15:53:12	Jason Coggeshall
180.jpg	JPG	180.jpg	2018-08-15 15:50:34	Jason Coggeshall
200.jpg	JPG	200.jpg	2018-08-15 16:07:54	Jason Coggeshall
150.jpg	JPG	150.jpg	2018-08-15 16:07:55	Jason Coggeshall
180.jpg	JPG	180.jpg	2018-08-15 16:07:51	Jason Coggeshall
150.jpg	JPG	150.jpg	2018-08-15 16:02:32	Jason Coggeshall
150.jpg	JPG	150.jpg	2018-08-15 16:08:44	Jason Coggeshall

Welcome new manager at company meeting

**Refinish Skills (1 of 12)**

#	SKILL	Employee	Add	Required?
1	Capability to identify vehicle construction materials	Q Aaron Clark	+/-	YES
2	Capability to prepare steel surfaces for refinishing	NOT FULFILLED	+/-	YES
3	Capability to prepare aluminum surfaces for refinishing	NOT FULFILLED	+/-	YES
4	Capability to prepare plastic/composite surfaces for refinishing	NOT FULFILLED	+/-	YES
5	Capability to apply masking materials	NOT FULFILLED	+/-	YES
6	Capability to set up a spray gun	NOT FULFILLED	+/-	YES
7	Capability to apply primer sealer, basecoat and clearcoat	NOT FULFILLED	+/-	YES
8	Capability to perform color mixing and tinting	NOT FULFILLED	+/-	YES
9	Capability to sand, buff, and polish a vehicle finish	NOT FULFILLED	+/-	YES
10	Capability to identify and remove refinish defects	NOT FULFILLED	+/-	YES

**Business Improvement** – This feature provides a system and tools to assist the shop to leverage best practices and develop a Business improvement plan, as well as budgets and financial projections.

**Training Manager** – This is a critical component for a Learning Organization by providing you with a training content management and training resource system for centralized listing & management of available training and schedules. Track, assign, monitor and measure your company's capabilities.

**Document Manager** – This feature allows the shop to maintain access to all critical procedures, checklists, forms, job descriptions and more as required and supplied by value-added programs, insurers, OEMs and vendors in a central repository that is fed automatically by the various entities through APEX. You can ensure the correct version of your own documents is being used and updated and retained for all of your staff to access as you deem appropriate.

**Skills & Manager** – A skills management system to track technician's skills and knowledge individually and collectively - ensuring you have the expertise and repair capabilities needed to repair next generation vehicles and comply to Network requirements. Skills inventory is based upon capabilities, I-CAR technical training credentials, etc.

# ShopOps Includes the Following Key Elements

## BUSINESS CERTIFICATION

ShopOps provides you with a portal to manage all of your OEM and other Certifications ...all in one place well organized for easy management. Select the program you want to participate, add others, and answer all requirements as requested.

### Certification Assessment

These are the collective business requirements to become Assured Performance Certified and Recognized by participating OE Manufacturers. Answer each question with a "Yes" or "No" answer. There are required questions in multiple categories.

Upload proof and see how you do.

### Certification Score & Evaluation

Your score is based on your Certification Assessment results. If your score is less than 100%, any of your deficiencies (questions that were answered as NO) will be listed in the Business Development Plan. This enables you to improve your business operations in a systematic and planned approach to becoming Certified.

You can also generate a "to-do" list and plan to help you organize the required documentation or compliance. You can update any proof of compliance at any time.

The screenshot shows the ShopOps Business Certification interface. At the top, there's a navigation bar with tabs: DASHBOARD, CONTACT MANAGER, BUSINESS CERTIFICATION, REPAIR DOCUMENTATION, MARKETING, DATA MANAGER, BUSINESS IMPROVEMENT, TRAINING MANAGER, and DOCUMENT MANAGER. Below this is a sidebar titled 'BUSINESS PROFILE' containing links for SHOP CERTIFICATION OPTIONS & APPLICATIONS, CERTIFICATION ASSESSMENT, CERTIFICATION SCORE & EVALUATION, and DEFICIENCY REPORT & TO-DO. The main area is titled 'Enrolled Programs' and lists various manufacturers with checkboxes: ASSURED PERFORMANCE (checked), FCA (checked), HYUNDAI (checked), KIA (checked), NISSAN (checked), INFINITI (checked), GT-R CERTIFICATION (checked), ALUMINUM REPAIR CAPABLE - FORD VEHICLES (checked), and REPAIR CAPABLE - FORD VEHICLES (checked).

Category	% of Completion	Criteria Points Needing Attention
Business Requirements (6)	67%	2
Customer Service (3)	33%	2
Technical Capability (24)	8%	22
Advanced Capabilities (3) (Optional)	0%	3
Aluminum Capabilities (13) (Optional)	31%	9
<b>Overall Score</b>	<b>21%</b>	

Below the table, there's a note about proof requirements for various programs like Assured Performance, FCA, Enterprise, Ford, Nissan, Infiniti, Hyundai, GT-R, Kia, and more. It includes fields for 'Yes/No', 'Photo/Choose File', and 'Note'. Buttons for 'Submit' and 'Remove' are also present.

## APPOINTMENT SETTING & CONTACT MANAGER (CRM)

The screenshot shows the ShopOps CRM interface. At the top, there's a search bar for 'Contact Manager - Find Customer' with fields for First Name, Last Name, Email, Phone, Address, City, State, Zip, Model, Type, and VIN. Below this is a 'Certified' section showing a list of repair facilities. A 'Request an appointment' form is open, asking for personal information and vehicle details. An 'APPOINTMENT ALERTS' section shows an alert for an appointment on 08/13/2018 at 7:00 AM for customer Seema Jain. An 'APPOINTMENT CALENDAR' section shows upcoming appointments for 09/03/2018 at 09:00 AM for customer John Seema Jain and 09/04/2018 at 04:00 PM for customer Ran Yin.

Provides your Certified Repair business with a customer relationship management system (CRM) and contact manager with the ability to accept appointments from Smart Apps and online locators. It includes direct marketing tools, instant messaging and customer contact history with automated follow-ups and reminders. You now have a state-of-the-art tool to own those valued customers and keep them coming back.

### Customer Appointment Setting

1. The consumer selects the Certified Repair Provider of their choice and clicks on "Make Appointment" to start process.
2. The consumer fills out the appointment request form, sharing personal information as well as vehicle damage information.
3. An appointment "alert" is sent directly to your ShopOps Dashboard, as well as to your selected "Appointment Email" addresses.
4. You can confirm your appointment directly from your ShopOps Dashboard, or by clicking the link provided in the email.
5. Upcoming appointments will appear in your ShopOps Dashboard, in the Appointment Calendar section.

# The “Certified Repair Option”

## REPAIR DOCUMENTATION SYSTEM

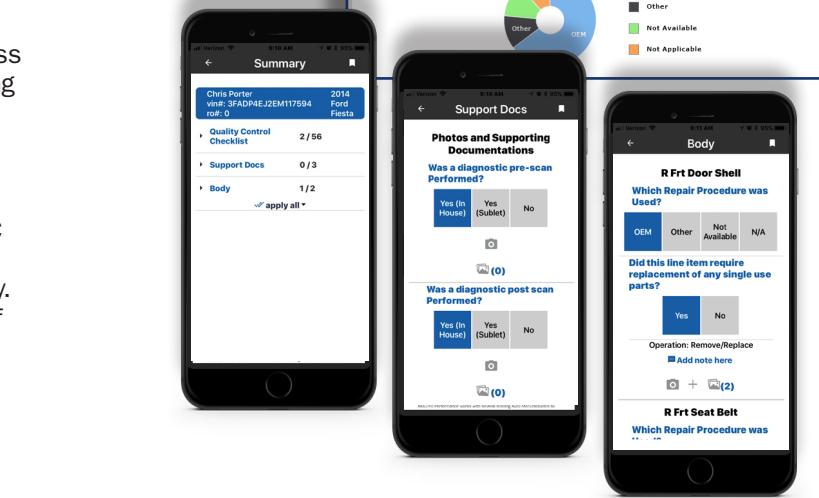
Repair Documentation is NOT a product or an option. It's an essential process. Assured Performance has developed a comprehensive and easy-to-use system to allow your staff to document all repairs helping mitigate your liability exposure and provide consumers with the ultimate in quality and consumer confidence ...and it includes an electronic mobile Smart App Quality Assurance checklist.

1. The system automatically lists your estimates in a format ready to be documented separating repair lines and parts.
2. As you assign Technician to the repair, the items automatically find their list of “jobs” waiting inside the Smart App. All the Technician has to do is point, and tap, tap, tap to answer questions, take pictures and provide proof of compliance. It's as easy to use as taking a selfie!
3. The system allows you to document what parts were used and from what source. It's a simple and easy manual documentation, but the process can also be integrated electronically with existing parts procurement software you might use.
4. Once technicians finish documenting repairs using their smart devices, all the pictures and file enclosures are ready for management or QC review and approval. This ensures that checks and balances are in place and full accountability. Managers have flags to identify which are out of compliance, percentage of documentation, etc.
5. This powerful feature provides you with the consumer-facing elements that add to the ultimate value to your business and your consumer's satisfaction and confidence. Each repair is fully documented with proof of how the vehicle was repaired, with what, and by whom. You are able to provide multiple certificates to the consumer and insurers.

Benefits Include:

- “Certificate of Compliance” \_\_\_\_\_
- “Certificate of Authenticity” \_\_\_\_\_
- “Certified Repair” Certificate - the ultimate quality output is achieved with proper documentation (Man, Machine, Method, Material, Measurement)
  - Provided by the shop to the consumer, providing customers with peace of mind
  - Displays a commitment to quality
  - Data driven solution
  - Great follow up tool for CSI and customer retention

A complete Repair Documentation Process with all of the electronic tools a shops needs to make the process easy as well as comprehensive and complete. Based on an extract from shop files, the documentation is **vehicle repair specific**; line-by-line, and part-by-part – not generic.



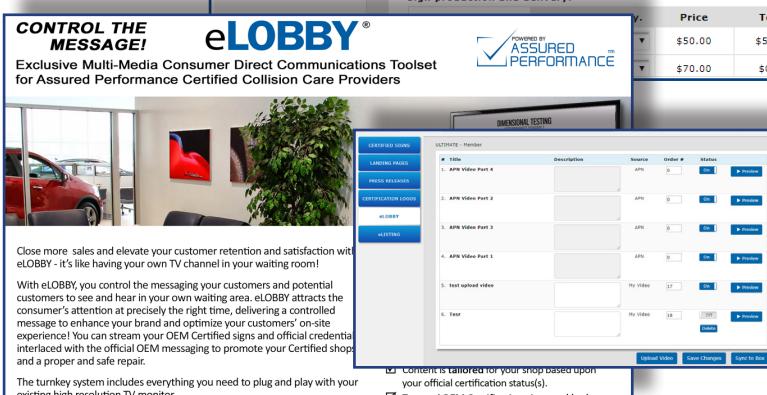
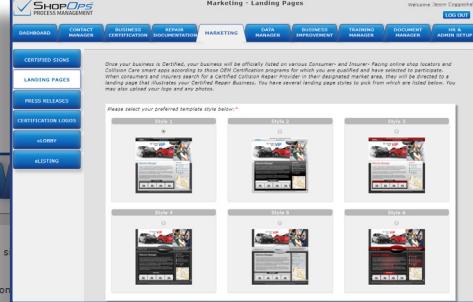
# ShopOps Includes the Following Key Elements

## MARKETING TOOLS

E-marketing features are exclusive to you as an Assured Performance Certified Collision Care Provider. These unique features give you the ability to leverage a wide range of consumer-facing sales, marketing and promotional tools including: Lobby Signs & Logos, Online Shop Locators and Smart Apps, custom Press Releases, Websites, On-Demand Marketing & Lobby Videos.

### Personalized Signage

Once your business is officially Certified, you will receive official OEM Certification signage according to which OEM Certification program for which you are qualified and have selected to participate.

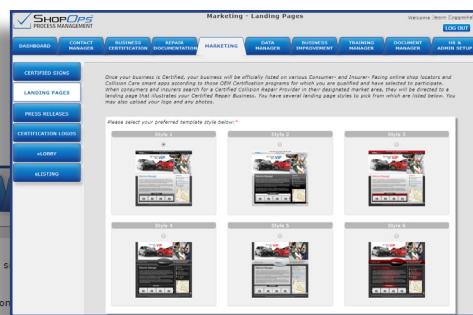


### eLobby

The Digital Marketing solution for Assured Performance OEM Certified Care Providers. It's the ultimate sales, marketing, and consumer education system that was developed to help you convey critical messaging to your customers, enhance your official Certification, and ultimately close more sales while increasing customer satisfaction. Your eLobby interface lets you pick and choose the programming you show in your lobby waiting area.

### Landing Pages

Consumers and insurers search for Certified Collision Repair Providers in their designated market area, they will be directed to your page that illustrates your Certified Repair Business. You have several landing page styles to pick from. You may also upload your own logo and shop photos.



### Press Releases

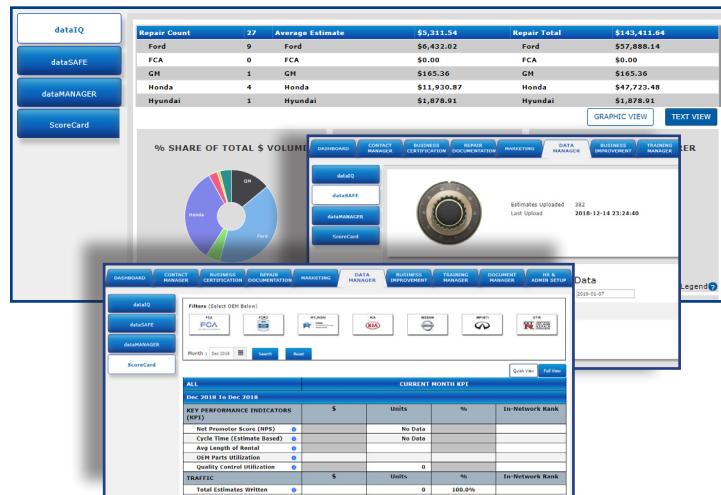
Assured Performance will send out an official Press Release to your local press contacts announcing your Certification status. This is a critical and powerful benefit to help you leverage your OEM Certification. To make the public relations process efficient, you are able to complete the forms and fill in all customize fields.

# ShopOps Key Features Overview

## dataSAFE, dataMANAGER, & dataIQ

These exclusive features enable you to maintain complete control and safekeeping of all of your data from estimate to documentation. Features include:

- **dataIQ** - (KPI) dashboard for self-management of your overall performance
- **dataSAFE** - an Amazon Cloud account (AWS) to safeguard and store your data
- **dataMANAGER** - track & report your Key Performance Indicators (KPIs) with a comprehensive internal data driven KPI dashboard for shop self-management including push reports that keep you informed of your business's overall performance. The system also allows for self-evaluation, comparative bench-marking and OEM reporting.



## BUSINESS IMPROVEMENT & FINANCIAL FORECASTING

*Is your business best in class?*

ShopOps provides your Certified Repair business with exclusive business development tools designed to achieve and maintain market dominance as a best-in-class Certified Repair Provider.

The system evaluates your business performance, compares your operations to best practices, and creates a business improvement plan with: to-do items, budgets, and timelines. You can create financial projections based on your real, confidential, P&L numbers and “what-if” scenarios to improve your profitability.

### Business Improvement Report & Scorecard

Business Improvement Plans are based upon business evaluations compared to best practices, KPIs, rating/ranking and your priorities. This program enables you to develop and follow an action plan based on your goals and objectives, complete with: timelines, budgets, and to-do lists to ensure you achieve your goals. You receive monthly and quarterly scorecards from various OEMs, and other entities, illustrating your company's performance according to metrics and measurements.

## TRAINING MANAGER

ShopOps puts a wide variety of training options right at your fingertips. With ShopOps your AMI courses and I-CAR training schedule is just a few clicks away. You will also find a library of vendor training form suppliers such as 3M to your paint and equipment companies. These are organized and maintained by the suppliers of the training and listed in ShopOps to make the entire process easier.

# ShopOps Includes the Following Key Elements

## DOCUMENT MANAGER

The Document Manager interface shows a list of files. The columns include Name, Type, Description, Date modified, and Author. The files listed are mostly JPEG images named '150.jpg' or '200.jpg' from various dates between August 2016 and August 2018, all authored by Jason Coggeshall.

Name	Type	Description	Date modified	Author
150.jpg	JPG	150.jpg	2016-08-08 15:55:31	Jason Coggeshall
200.jpg	JPG	200.jpg	2016-08-08 15:55:32	Jason Coggeshall
150.jpg	JPG	150.jpg	2016-08-08 15:55:34	Jason Coggeshall
200.jpg	JPG	200.jpg	2016-08-08 16:07:54	Jason Coggeshall
150.jpg	JPG	150.jpg	2016-08-08 16:07:55	Jason Coggeshall
150.jpg	JPG	150.jpg	2016-08-08 16:07:57	Jason Coggeshall
150.jpg	JPG	150.jpg	2016-08-08 16:08:23	Jason Coggeshall
150.jpg	JPG	150.jpg	2016-08-08 16:08:45	Jason Coggeshall
200.jpg	JPG	200.jpg	2016-08-08 16:08:47	Jason Coggeshall
Sample\POImage_2mobi.jpg	JPG	Sample\POImage_2mobi.jpg	2016-08-23 08:42:29	Jason Coggeshall
Sample\POImage_3mobi.jpg	JPG	Sample\POImage_3mobi.jpg	2016-08-23 08:47:42	Jason Coggeshall
Sample\POImage_5mobi.jpg	JPG	Sample\POImage_5mobi.jpg	2016-08-23 08:47:54	Jason Coggeshall

This feature provides your Certified Repair business with an electronic repository for all of your shop's operating processes, procedures, checklists, forms, job descriptions, and various business documents.

It's filled with hundreds of drafted templates, job descriptions and more, that can be edited and customized to fit your specific needs. It creates your own "electronic operations manual."

## SKILLS & HR MANAGEMENT

This exclusive and revolutionary product is designed to gain full optics and management over the technical repair skills you have in your business based upon the skills each of your technicians possesses. The system is designed to accomodate all training records, credentials and documented course for each employee from all sources such as OEM training, paint companies, I-CAR, AMI, equipment suppliers, etc. The results from your on-site "Skills Capabilities Audit" (optional) are also maintained here to ensure you have the technical skills you need - If not, then you can get the training your need and/or recruit to fill in for the skills you are missing.

### On-site Technical Skills Audit

As an option, you can have a 3rd-party "technical skills audit" performed at your shop. This service enables you to complete your skills inventory and get an accurate assessment on what technical capabilities you have.

### Deficiency Reports

Deficiency reports enable you to see what skills and expertise you need to add to fill the skills your shop is missing and maximize your HR effectiveness. These are the foundation for transforming your business into a best in class and a business of excellence and the standard by which all others are measured.

### Individual Job Descriptions

HR & Skills Inventory in ShopOps allows you to assign an individual job description to your technicians that already contain appropriate skills and knowledge (follows I-CAR K&S protocol). This connects the specific technician with the specific skills and ensures those skills are part of your overall skills inventory. As the technician move so too will the associated skills. This ensure you have cross-training and can fill deficits and vacancies with a replacement set of skills and capabilities as they occur with turnover.

The Skills & HR Management interface includes several modules:

- EMPLOYEE MANAGEMENT:** Shows a table of employees with columns for First Name, Last Name, Job Title, Username, and Status. It includes links to edit user info for each employee.
- SKILLS INVENTORY:** Shows a table of skills with columns for Employee, Skill, Add, and Required?.
- DEFICIENCY REPORT:** Shows tables for Refinish Skills (1 of 12) and Non Structural Skills (0 of 12), both with columns for Employee, Skill, Add, and Required?.
- JOB DESCRIPTIONS:** Shows a list of job descriptions including Payable Bookkeeper, Receivable Payor, Purchaser, Executive Officer, Repair Aluminum, Repair Electrical, Repair Non Structural, Repair Steel, Try dock, Catcher dock, Driver dock, F dock, Sales dock, Operations dock, and Advisor dock.
- INSERT COMPANY NAME:** A modal window for estimating body shop damage estimates, capturing the Repair Order for vehicle repairs in the estimating software, and calculating billable and other shop income related with the repair.
- GENERAL DESCRIPTION:** Details the responsibilities for writing body shop damage estimates, capturing the Repair Order for vehicle repairs in the estimating software, and calculating billable and other shop income related with the repair.
- JOBS RESPONSIBILITIES:** Lists responsibilities such as estimating repair costs, scheduling repair appointments, handling insurance claims, performing repair work, and maintaining customer satisfaction.
- JOBS REQUIREMENTS:** Lists requirements including experience in estimating, scheduling repair appointments, handling insurance claims, performing repair work, and maintaining customer satisfaction.