

COLLISION REPAIRER SURVEY OF INSURERS 2014



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**If you wish to discuss the survey process please don't hesitate to contact
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The Motor Trade Association (MTA) & Collision Repair Association (CRA) COLLISION REPAIRER SURVEY OF INSURERS IS NOW COMPLETE!

This booklet contains, for your information and interest, the summarised findings of the fourth joint national survey recently conducted amongst businesses within the collision repair industry.

The initiative for this survey had grown out of the desire of business-owners within this sector, to gather information on the views of their fellows on the operation of the insurance industry within the span of the sector's activities.

The survey was conducted jointly by the Collision Repair Association (CRA), and the Motor Trade Association (MTA).

The immediate objective of this initiative was to gain an accurate overall insight into the varied range of service delivery provided by the insurance industry impacting on the efficiency and effectiveness of the collision repair sector – to form the basis of discussion between collision repairers and insurers for mutual advantage.

The ultimate objective is to obtain information that may be used effectively for the benefit of vehicle owners – with whom insurers and repairers both share a very special relationship that impacts on the quality of the total vehicle ownership experience enjoyed by New Zealanders.

It was considered that the particular vantage point of collision repairers within the overall process would provide a unique insight into insurer/repairer/customer relationships.

The regular monitoring of such data with a consistency of methodology would then assist everyone in the continuous improvement that will benefit our industries and customers.

For this reason it is our intent to repeat the survey annually, so that a consistent basis for discussion may be achieved.

For the 2014 survey we have included AMI with the IAG group of companies.

We have great pleasure in introducing the survey results to you.



Neil Pritchard
General Manager
Collision Repair Association



Greig Epps
Industry Relations Manager
Motor Trade Association



2014

Survey of Collision Repairer's

OPINION OF INSURERS OFFERING

MOTOR VEHICLE ACCIDENT INSURANCE

Objective

To gain an accurate reflection of the opinions of collision repairers to the service delivery of insurers.

Who was surveyed?

Collision Repair Association members and the collision repair members of the Motor Trade Association.

When and how were businesses surveyed?

During the month of October 2014, an online survey service was utilised to conduct the survey. Collision repairers were emailed and encouraged to go online to carry out the survey. Those willing to do so completed the survey.

How many businesses completed the survey?

Members of CRA and MTA collision repair members who completed the survey - **228**

Which insurers were surveyed and how many responses related to each?

- Insurance companies surveyed - **14**
- Total responses across all insurers - **1907**
- Responses for each insurance company

Insurer	No. of responses
AA/SIS	176
ALLIANZ	83
ANSVAR	15
FMG	160
IAG/NZI/STATE/AMI	226
LUMLEY	210
MEDICAL ASSURANCE	167
PIONEER	24
QBE	105
SUREPLAN	77
TOWER	207
TOYOTA INSURANCE	64
VERO/AMP	217
ZURICH	176

Questions asked

Respondents were asked to rate each insurer on the following questions. A rating of 1, poor, to 4, excellent, was given. Not Applicable (N/A) was also a possible answer.

Claims process

1. Time taken to clear claims
2. Time to complete assessment – claims
3. Time to complete claims process
4. Administration time per claim
5. Ease of imaging requirements
6. Procedures for invoicing

Financial

1. Fairness of assessment rates
2. Fairness of labour rates
3. Fairness of parts margin
4. Fairness of subcontracted work margins
5. Promptness of payment

Relationships

1. Relationship with your business
2. Relationship with vehicle owners

Results groupings

Results have been grouped into three areas as follows

- **Claims process and financial index**

The claims process and financial results have been combined to provide an overview of claims efficiency. The 1 to 4 scores given by respondents to each insurer for the questions in this index were added and then divided by the number of responses.

- **Relationships management index**

The relationship questions have been combined to provide an overview of relationship management. The 1 to 4 scores given by respondents to each insurer for the questions in this index were added and then divided by the number of responses.

- **Overall results index**

The overall result combines all questions but weights those under 'Financial' at 50% importance from a collision repairer perspective, 'Relationships' at 30% importance and 'Claims process' at 20% importance.

Result tables

The tables show the results for all insurers for which responses were received. It is noted that the number of responses received for some insurers is low so the results shown may not be indicative of their true position.

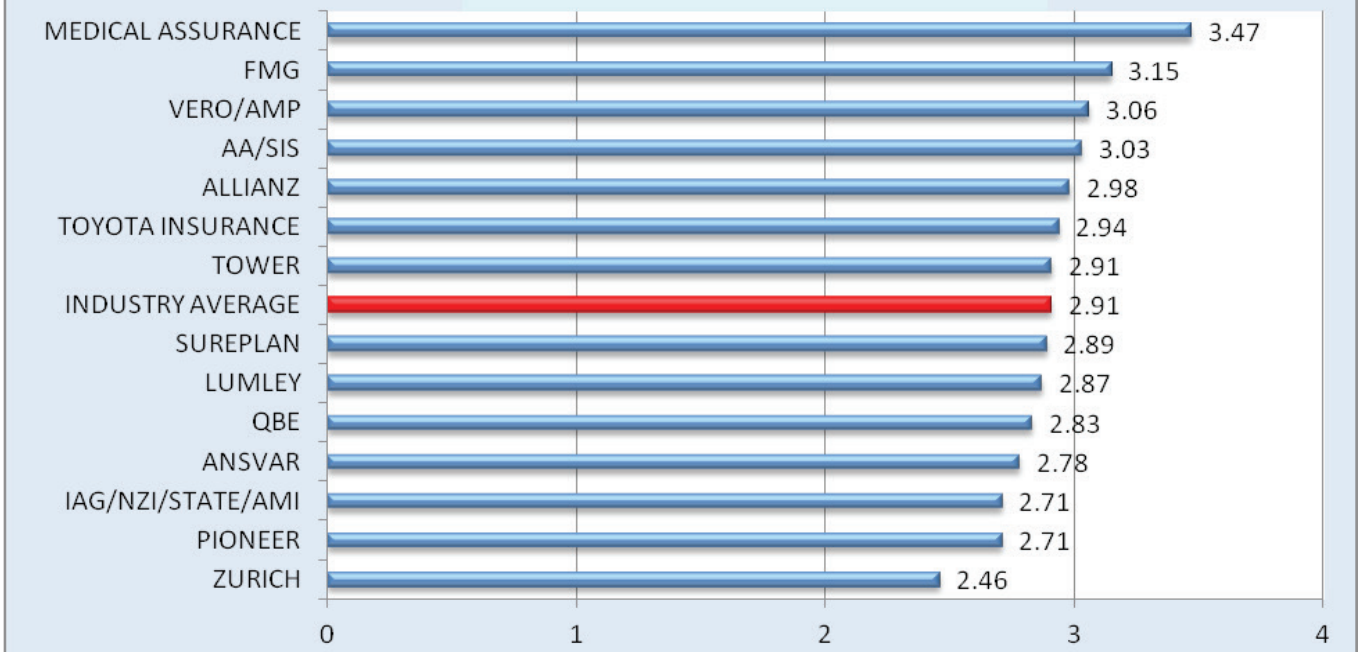
Results closer to 1 indicate a less favoured position and those closer to 4 a more favoured position.

The 'Industry average' line in each table is an average of all results received relating to that table.

Disclaimer

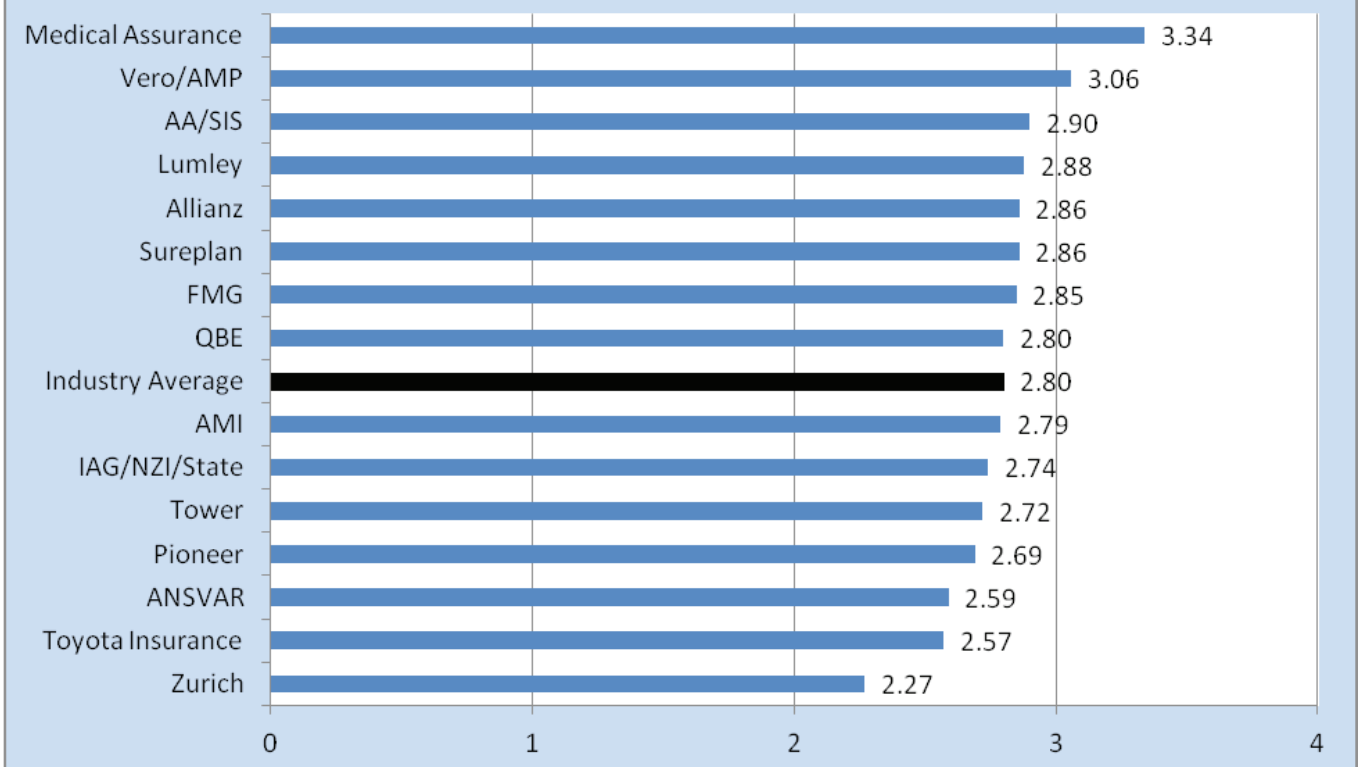
The results in this survey do not reflect the opinions of either the CRA or the MTA, but are the aggregate responses of the members who took part in the survey.

2014 Overall Results Index

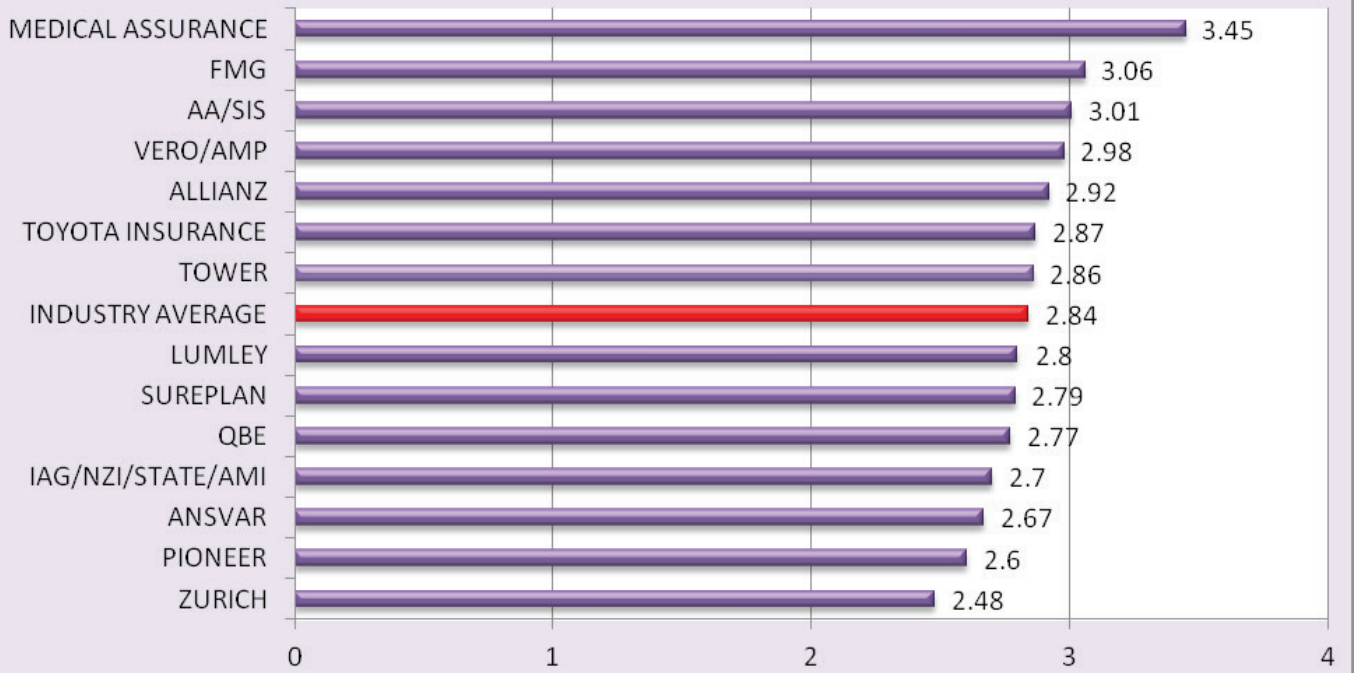


- Medical Assurance have topped the overall result every year the survey has been run
- Toyota Insurance and FMG are the biggest movers, up 7 and 5 places respectively

2013 Overall Results Index



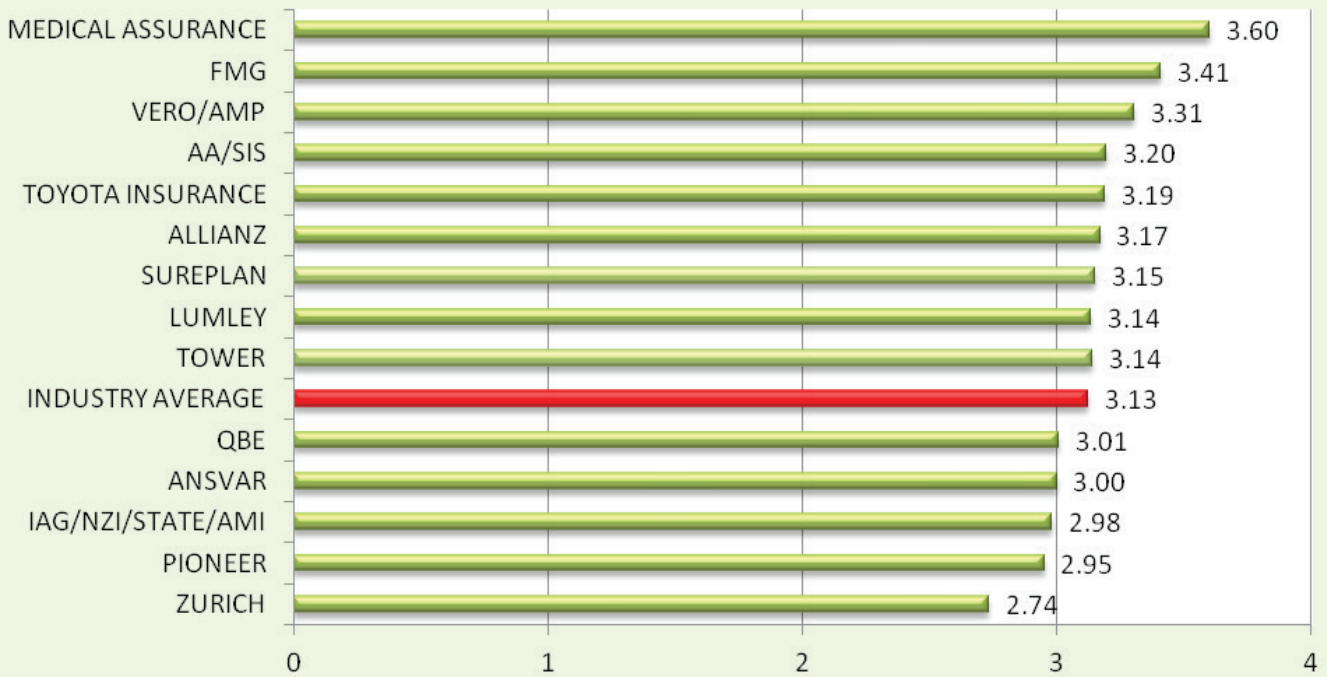
2014 Claims Process & Financial Index



2013 Claims Process & Financial Index



2014 Relationships Management Index



2013 Relationships Management Index



**QUESTIONS
OR COMMENTS:**

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