How Certification Improves Key Performance Indicators

Return on Investment of ASE

How Certification Improves Key Performance Indicators
What’s the value to your business?

- Improved KPI’s
- Reduced turnover
- Reduced comebacks
- Higher CSI and retention
- Public trust & recognition
- Hallmark of top performers
- Training effectiveness assessment
- Technician recognition
What are the supporting data?

2005 Validation Study*:

- Positive correlations between Technicians’ ASE certifications and each Key Performance Indicator:
  - Productivity
  - Performance
  - Tenure

*Study of employers
The Sample

- 233 businesses participated in the research
- Employed more than 2300 technicians
- Comprehensive sample including dealers, fleets and independents
- Measured Key Performance Indicators of ASE Certification
What’s the difference in productivity?

- Productivity rate of ASE-certified techs measured 40% higher overall, than those not certified

<table>
<thead>
<tr>
<th>Productivity %</th>
<th>Dealer</th>
<th>Fleet</th>
<th>Independent</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Certified</td>
<td>85.60</td>
<td>67.25</td>
<td>52.02</td>
<td>67.06</td>
</tr>
<tr>
<td>Certified</td>
<td>106.32</td>
<td>80.25</td>
<td>89.15</td>
<td>94.10</td>
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</tbody>
</table>

*2010 Survey
What’s the difference in comebacks?

- ASE-certified technicians recorded a 60% lower comeback rate overall, compared to non-certified peers.

<table>
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<th>Independent</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Certified</td>
<td>10.32</td>
<td>3.20</td>
<td>6.03</td>
<td>7.41</td>
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<tr>
<td>Certified</td>
<td>4.16</td>
<td>1.90</td>
<td>2.74</td>
<td>3.00</td>
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</tbody>
</table>

*2010 Survey*
For First-Time-Fix-Rate, ASE-certified technicians demonstrated a 28% overall difference, over non-certified peers.

First Time Fix Rate Difference

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<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Certified</td>
<td>80.05</td>
<td>91.50</td>
<td>65.57</td>
<td>73.28</td>
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<tr>
<td>Certified</td>
<td>92.33</td>
<td>92.80</td>
<td>95.64</td>
<td>94.13</td>
</tr>
</tbody>
</table>

*2010 Survey
Large OEM study

Service Satisfaction Study

A major OEM with 15,000+ technicians studied service satisfaction every month over 2007~2011. Customer satisfaction, in numerous dimensions, was compared among outlets that met or did not meet training and certification standards. Standards included ASE certification elements.

Results

Customer satisfaction, among those outlets that met standards compared to those outlets that did not meet standards, was better statistically and significantly in every measured dimension, every month of the study.
Among those satisfaction metrics, each metric was consistently better:

- ‘Overall Service Encounter’
- ‘Fixed Right The First Time’ performance
- ‘Would recommend’
- ‘Service Advisor’
- ‘Service Delivery’
- ‘Quality Of Repair’
- ‘Service Completed On Time’

All customer satisfaction metrics steadily improved month-to-month over the entire three-year time span.

The most significant finding was that, over the entire time period, even those outlets that did not meet the standards also consistently improved because of aspirations to meet the standards.
What’s the most recent data say?

2013 study by a large organization with over 5,000 technicians – ASE-certified vs non-certified

- Total parts & labor sales – over 38% higher
- Productivity – 18% greater
- Tenure (retention) – over 300% higher
  - Reduced turnover, reduced training costs, and reduced recruiting and hiring costs

*Confirms 2006 study by the same company.*
Does ASE certification enhance job performance of automotive service technicians?
What about important personal characteristics like cooperation and dependability?

Satisfaction Scale Qualities

- ASE Certified
- Not Certified
Does ASE Certification Mean Better Customer Satisfaction?

Customer Complaints

- ASE Certified
- Not Certified
Is a certified tech more likely to change jobs?

**Job Tenure**

40% Higher

- ASE Certified
- Not Certified
Q. If a technician gets the training, why should he take an ASE test as well?

A. Taking a test helps people learn. Researchers call this “test effect”.

Test Effect
Which group will recall more?

Group 1

Study Time

Take a Test

Group 2

Study Time

More Study & Review
Percent of idea units recalled after 1 week

Study+Test

Study+Study
What do consumers think?

- 2007 BAR Survey
  - 1,000 California Consumers
- 92% rate technician qualifications as "very important" when selecting repair facility
Strong Brand Recognition

60% of surveyed consumers recognize the ASE logo and what it stands for.

*2013 Frost and Sullivan Survey
Next Steps

Now That You Know
“ASE Certified” Means:

- Higher Productivity
- Higher Performance
- Higher Tenure

And that ASE is:

- Recognized by consumers for the qualified technicians they are looking for

Let’s Put ASE to Work for Your Business!

Contact us at
1-800-225-9152
www.ase.com/Business