



# 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





## *The Sample*

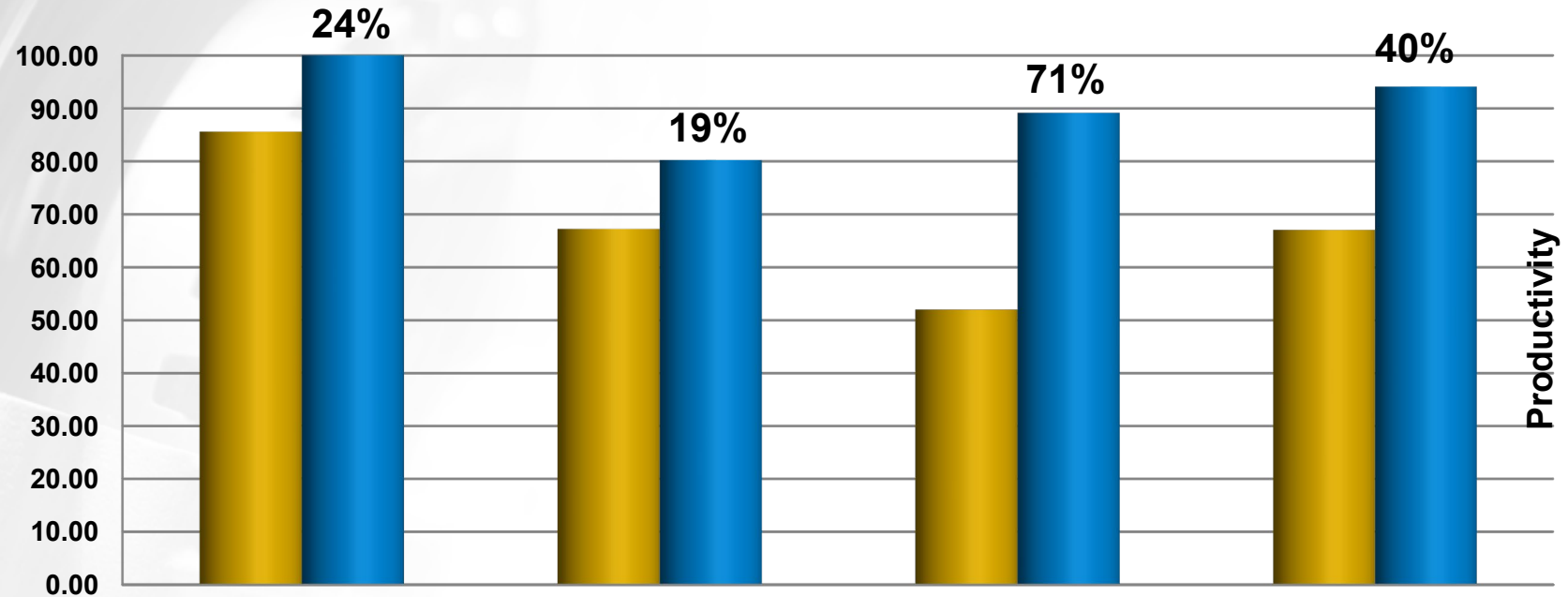
- ◆ 233 businesses participated in the research
- ◆ Employed more than 2300 technicians
- ◆ Comprehensive sample including dealers, fleets and independents
- ◆ Measured Key Performance Indicators of ASE Certification

# What's the difference in productivity?



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

Productivity Rate Difference



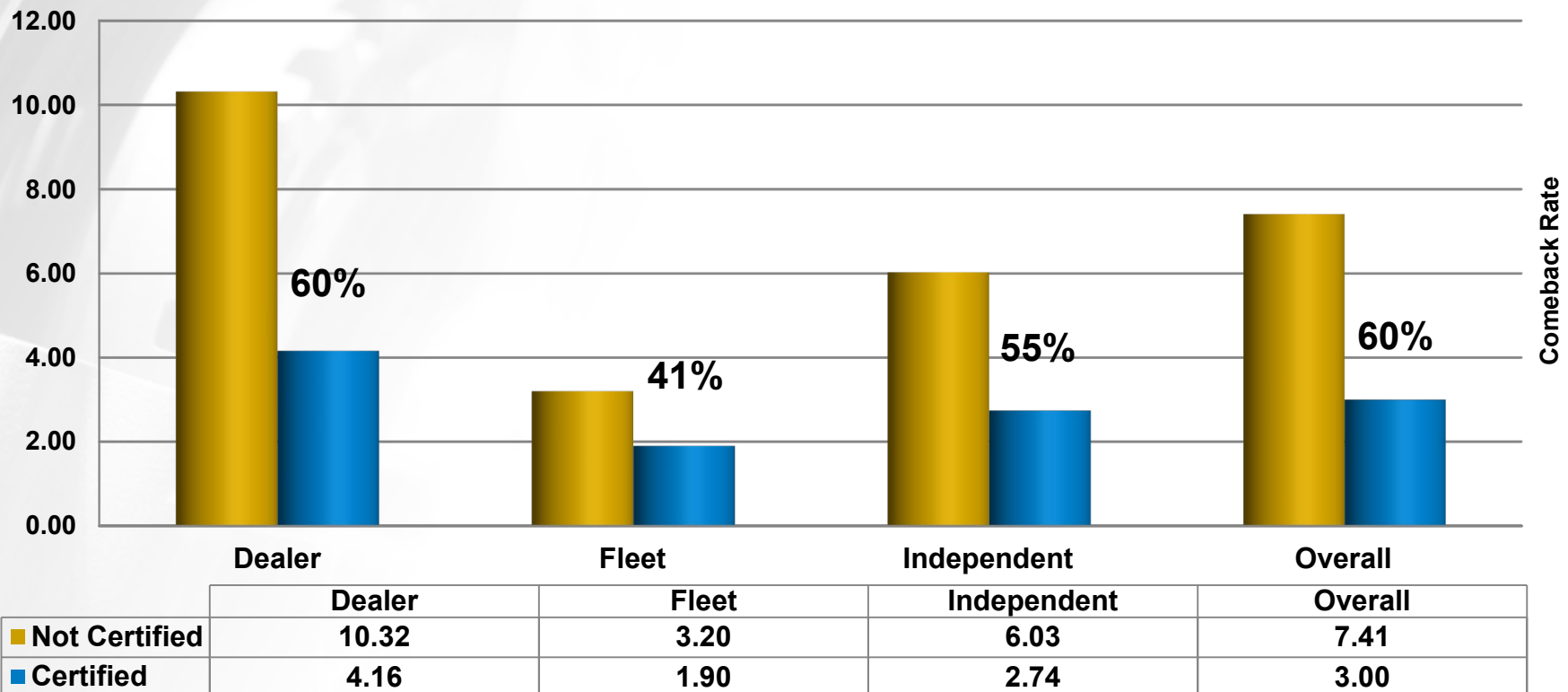
Productivity %	Dealer	Fleet	Independent	Overall
Not Certified	85.60	67.25	52.02	67.06
Certified	106.32	80.25	89.15	94.10

# What's the difference in comebacks?



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

Comeback Rate Difference

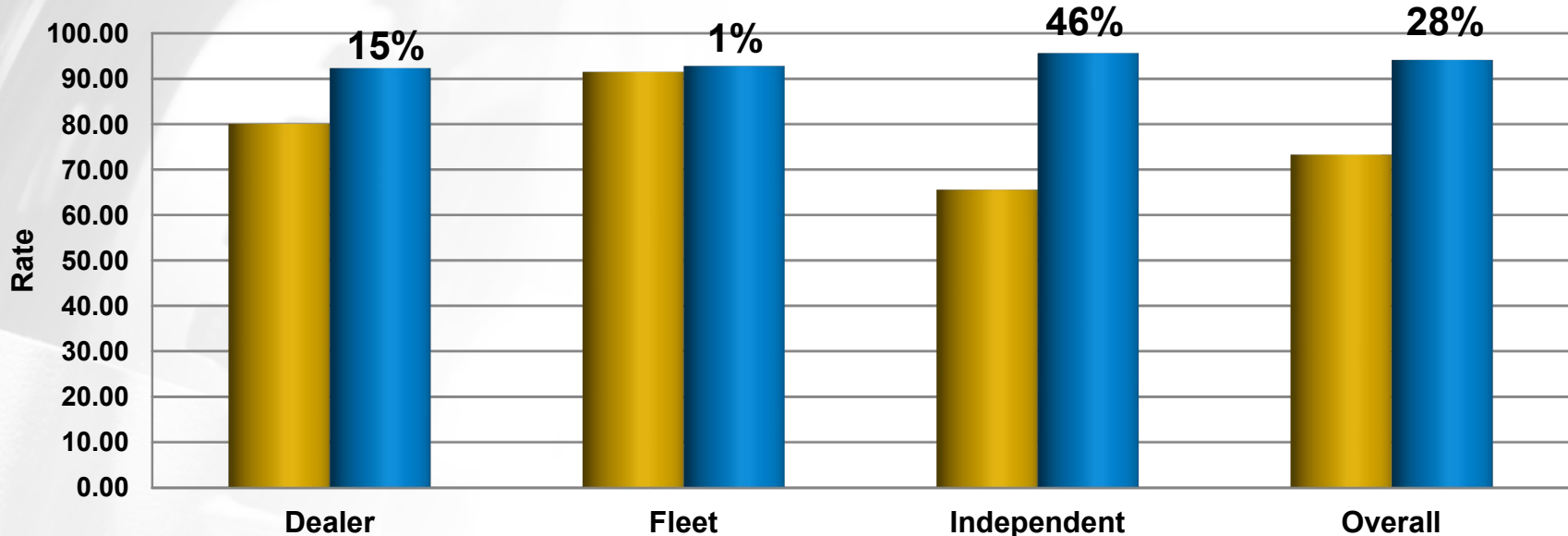


# What's the difference in first-fix rate?



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

First Time Fix Rate Difference



	Dealer	Fleet	Independent	Overall
Not Certified	80.05	91.50	65.57	73.28
Certified	92.33	92.80	95.64	94.13



# *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.



# Large OEM 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?*



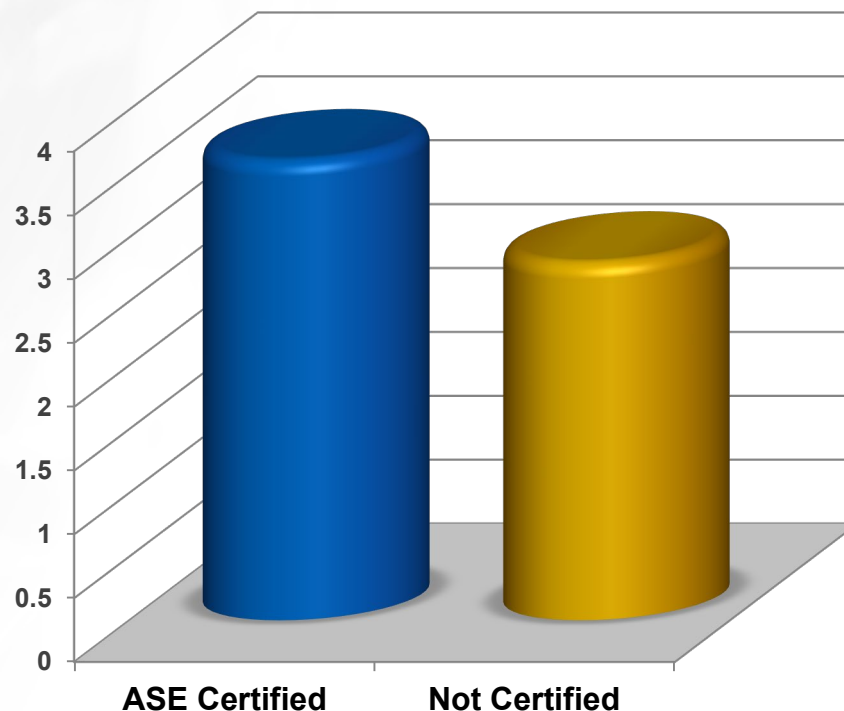
## *2013 study by a large organization with over 5,000 technicians – ASE-certified vs non-certified*

- ◆ 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



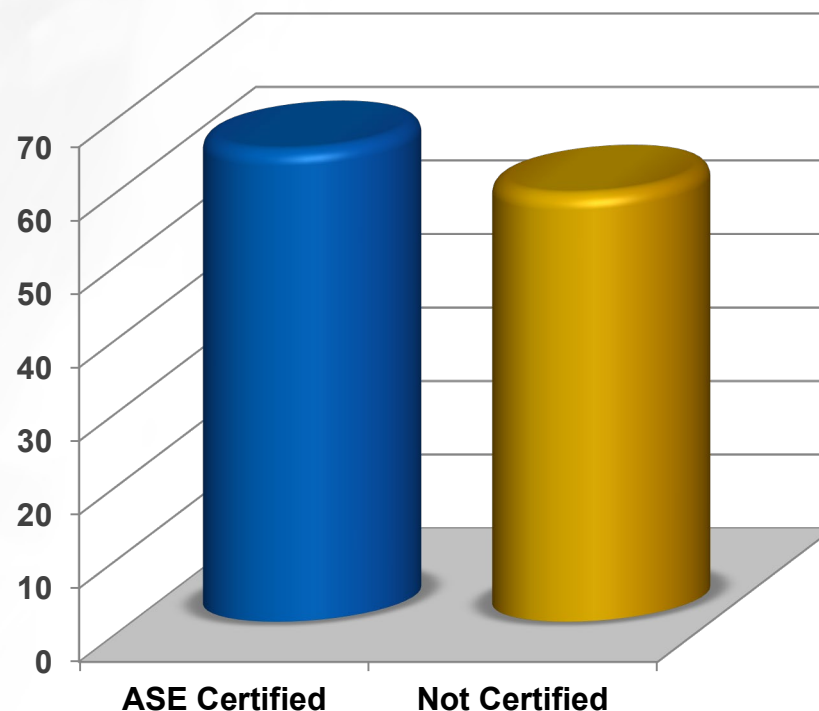
## Does ASE certification enhance job performance of automotive service technicians?

*Job Performance Ratings*



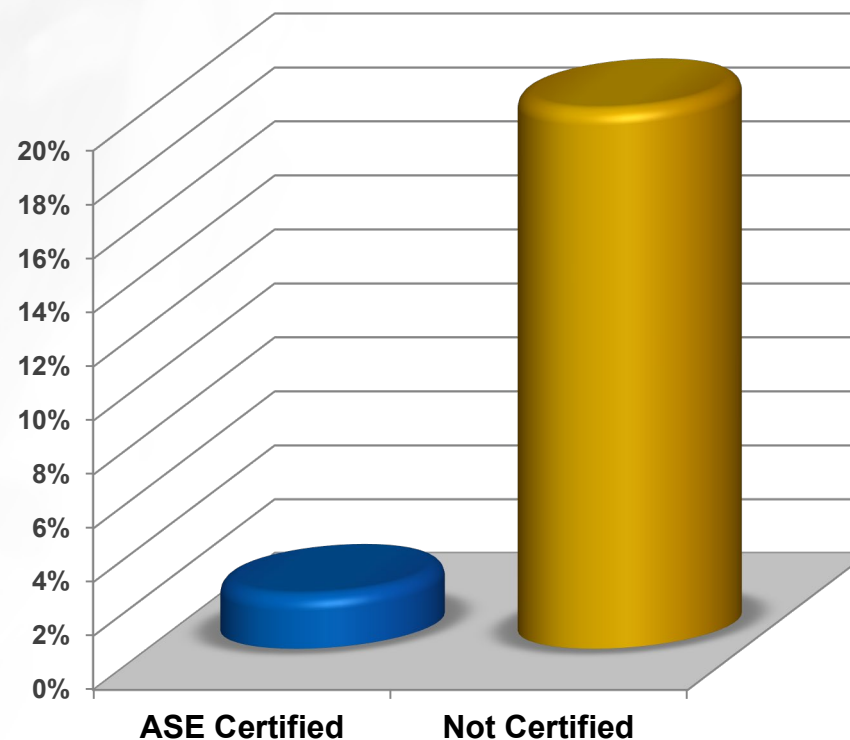
**What about important personal characteristics like cooperation and dependability?**

## *Satisfaction Scale Qualities*

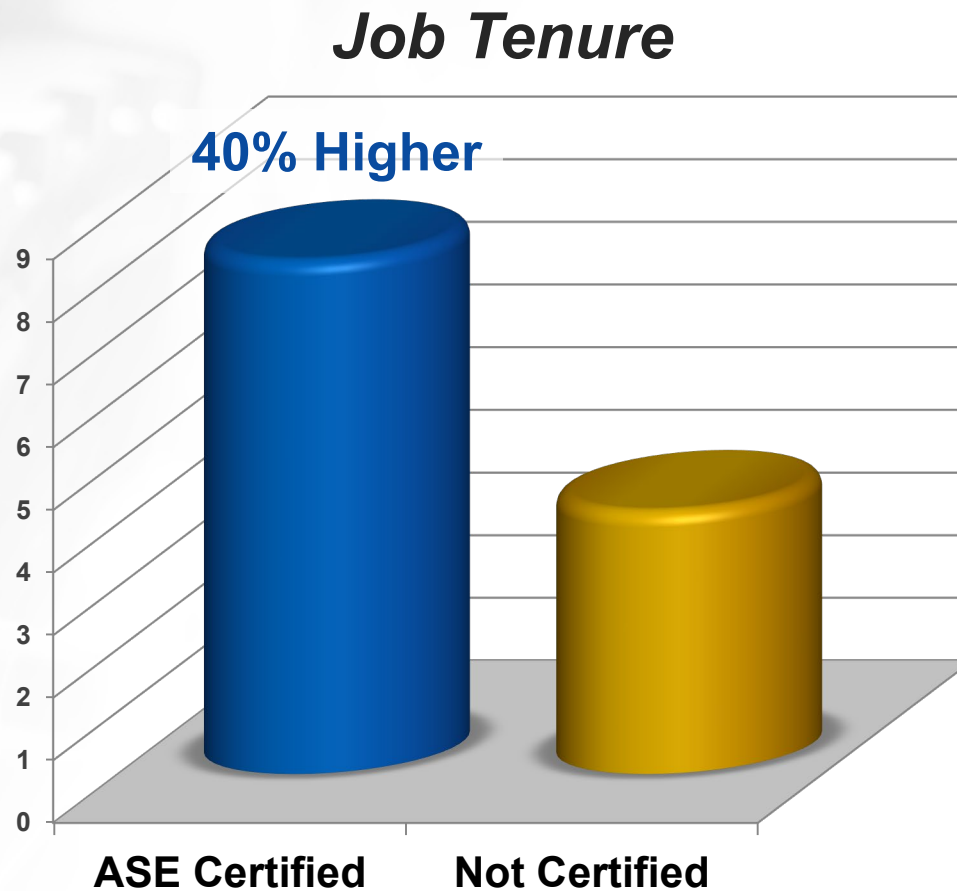


## Does ASE Certification Mean Better Customer Satisfaction?

### *Customer Complaints*



## Is a certified tech more likely to change jobs?



- ◆ 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”.



# *Which group will recall more?*



Group 1

**Study Time**

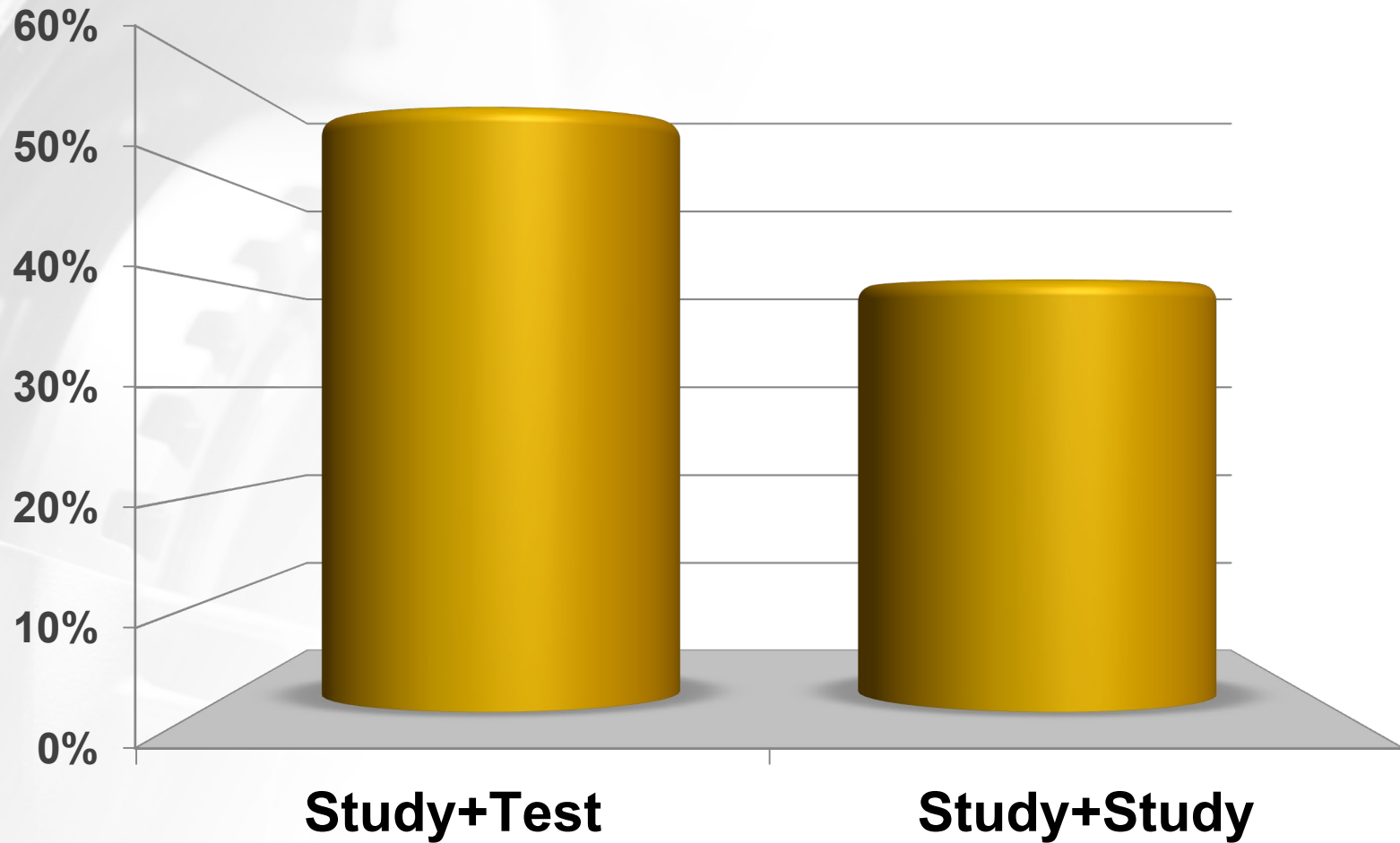
**Take  
a Test**

Group 2

**Study Time**

**More  
Study &  
Review**

# *Percent of idea units recalled after 1 week*



# 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.

# Next Steps

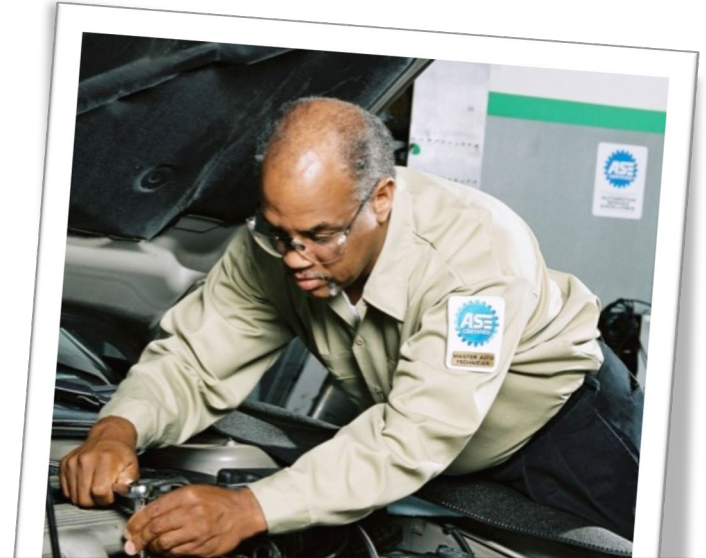


## *Now That You Know “ASE Certified” Means:*

- ◆ Higher Productivity
- ◆ Higher Performance
- ◆ Higher Tenure

## *And that ASE is:*

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



**Contact us at**

**1-800-225-9152**

[www.ase.com/Business](http://www.ase.com/Business)

***Let's Put ASE to Work for Your Business!***