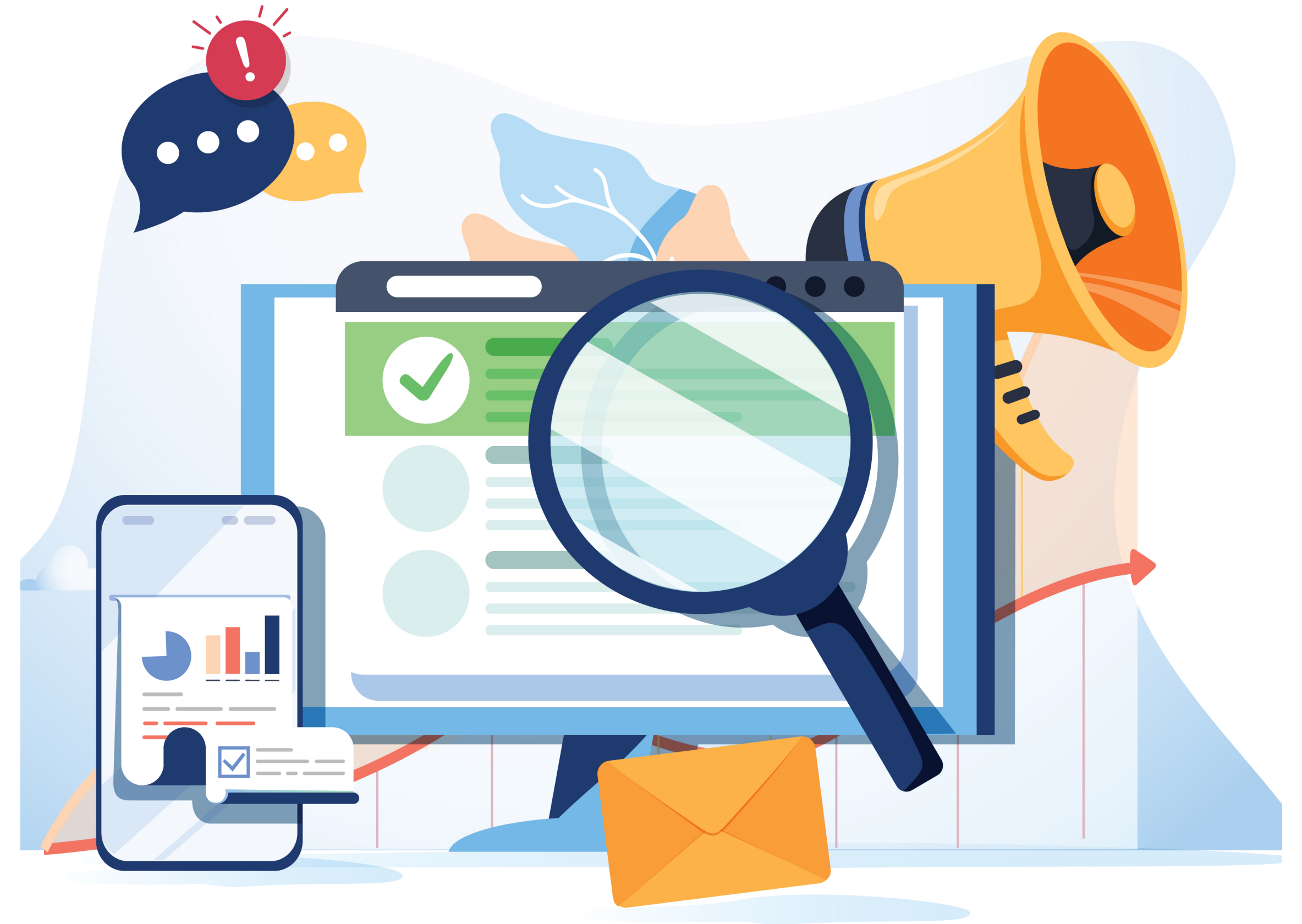


SCRS Market Research Working Session



Objectives of the Session

Understand survey findings

Identify priority areas for improvement

Develop an dialogue



Executive Summary



Overview of Survey Methodology

Objective: To understand areas for improvement.

Respondents: Diverse roles across the industry

Analysis Techniques

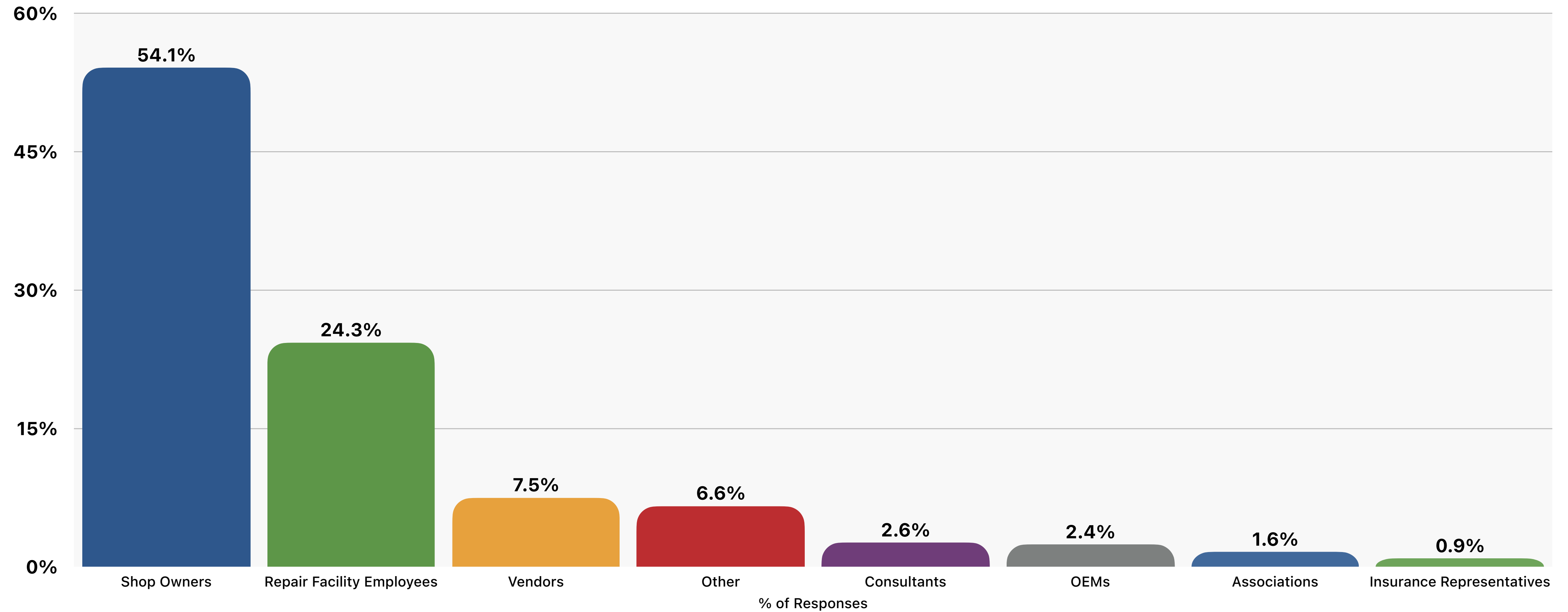
Quantitative: Descriptive statistics, cross-tabulations.

Qualitative: Thematic analysis, word frequency analysis.



Demographics

Industry Segments



Key Insights

Overall Satisfaction and Communication Effectiveness

Overall Satisfaction: Average rating of 4.2 out of 5

High Satisfaction: Indicates strong member appreciation for SCRS services.

Areas for Improvement: Identified through variations in satisfaction across regions and roles.



Key Insights

Communication Effectiveness

Communication Effectiveness: Average rating of 4.1 out of 5.

Preferred Channels:

Email and social media are highly preferred.

Increasing demand for digital platforms and interactive content.

Feedback: Members appreciate regular updates but request more variety



Insights from Member Feedback

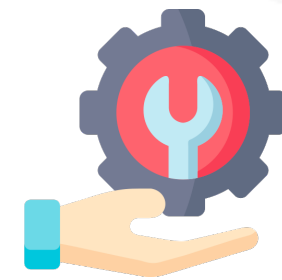
Key Benefits



Advocacy

25%

Efforts to represent and advocate for the collision repair industry at various levels are highly valued.



Technical Resources

19%

Highly valued for providing practical tools, guidelines, and resources that directly support day-to-day operations in the collision repair industry.



General Benefits

17%

Various benefits offered by SCRS, such as discounts, exclusive access to resources, and member perks, are appreciated by the respondents



Education

14%

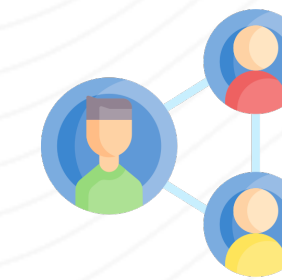
Providing educational programs and training to enhance skills and knowledge is seen as a critical benefit.



News & Information

11%

Keeping members informed about the latest industry trends, news, and updates is crucial for staying competitive and knowledgeable.



Networking Opportunities

10%

Opportunities to connect with peers, industry leaders, and potential partners are essential for business growth and professional development.



Content

4%

Access to high-quality, relevant content that helps members stay informed and up-to-date is also important.



Segmented Analysis

Industry Roles

Shop Owner

- Satisfaction: High (4.4/5)
- Key Needs: Advocacy, technical updates, and business management resources.

Repair Facility Employees

- Satisfaction: Moderate (4.0/5)
- Key Needs: Practical training, certifications, and operational support.

Vendors and Consultants

- Satisfaction: Lower (3.8/5)
- Key Needs: Networking, market insights, and business opportunities.



Qualitative Insights

Common Themes



Industry-Specific Information

- Need for more current and detailed industry updates.
- Interest in market trends and new technologies.



Educational Resources

- Demand for role-specific and hands-on training.
- Online courses and certifications.



Community and Networking

- Desire for more forums and networking events, both virtual and in-person.



Qualitative Insights

Suggestions



Improving Communication

- More frequent updates via preferred channels.
- Tailored content for different roles and regions.



Enhancing Educational Programs

- Regional workshops and online learning platforms.
- Continuous professional development opportunities.



Boosting Advocacy Efforts

- Stronger lobbying on insurance and repair standards.
- Increased visibility of SCRS's advocacy successes



Recommendations

Enhanced Communication Strategies

Multi-Channel Approach: Regular emails, social media engagement, and an interactive member portal.

Targeted Content: Tailored to specific interests and needs of different member segments.

Feedback Mechanisms: Regular surveys and Q&A sessions to gather ongoing feedback.



Recommendations

Educational Initiatives

Role-Specific Training: Programs tailored to the needs of various industry roles.

Regional Workshops: In areas with lower satisfaction to enhance engagement.

Online Learning Platforms: Offering courses, webinars, and certifications.



Recommendations

Localized Engagement Strategies

Regional Representatives: Organizing local meetings and events.

Localized Events: Catering to unique regional challenges and opportunities.

Customized Communications: Addressing specific regional interests and issues.



Conclusion

Summary: Survey findings highlight areas of strength and opportunities for improvement.

Next Steps: Use insights to inform strategic planning and decision-making.

Call to Action: Engage with members, implement tailored strategies, and continuously gather feedback.



Breakout Group Activity

Questions to answered



What are the most effective ways to engage members at both local and national levels?



How can we create more opportunities for member involvement in key initiatives?



How can we improve the clarity and frequency of our communications?



What specific advocacy efforts should
we focus on?



What new educational programs would
be most beneficial?



What additional resources would help members navigate industry challenges?



Questions?



Next Steps

