

The role of a VDA is crucial in the repair process – much depends on the repair specification being technically correct and cost efficient.

Get this right and you can:

- Minimise key-to-key time
- Satisfy customers
- Enhance your bodyshop's reputation
- Maximise profitability



BUT.....

These coveted goals are not easy to achieve

- Pace of change in technology (ADAS)
- New materials used in vehicle construction
- Ever-more complex repair processes
- Difficult to get consistency across VDA workforce



What are the implications when things go wrong?

- The assessments/decisions made by the VDA define everything from that point onwards
- Financial, operational and reputational issues
- Demotivated and demoralised workforce
- Integrity of repair



Introducing the new VDA Advantage Programme

- New customer-led programme from Thatcham Research
- Focus on 'best practice' to achieve right first-time-repairs
- Minimises risk and loss of profit to the business
- Dedicated CPD course delivered by experts
- Enables you to support VDAs in their development



How does it work?

- Knowledge mapping tool assesses current competencies
- VDAs work through seven knowledge checks via ecademy
- Each VDA receives an individual tailored learning plan
- Blended mix of face-to-face and online training
- VDAs refresh knowledge where there are gaps
- VDAs learn about new technologies



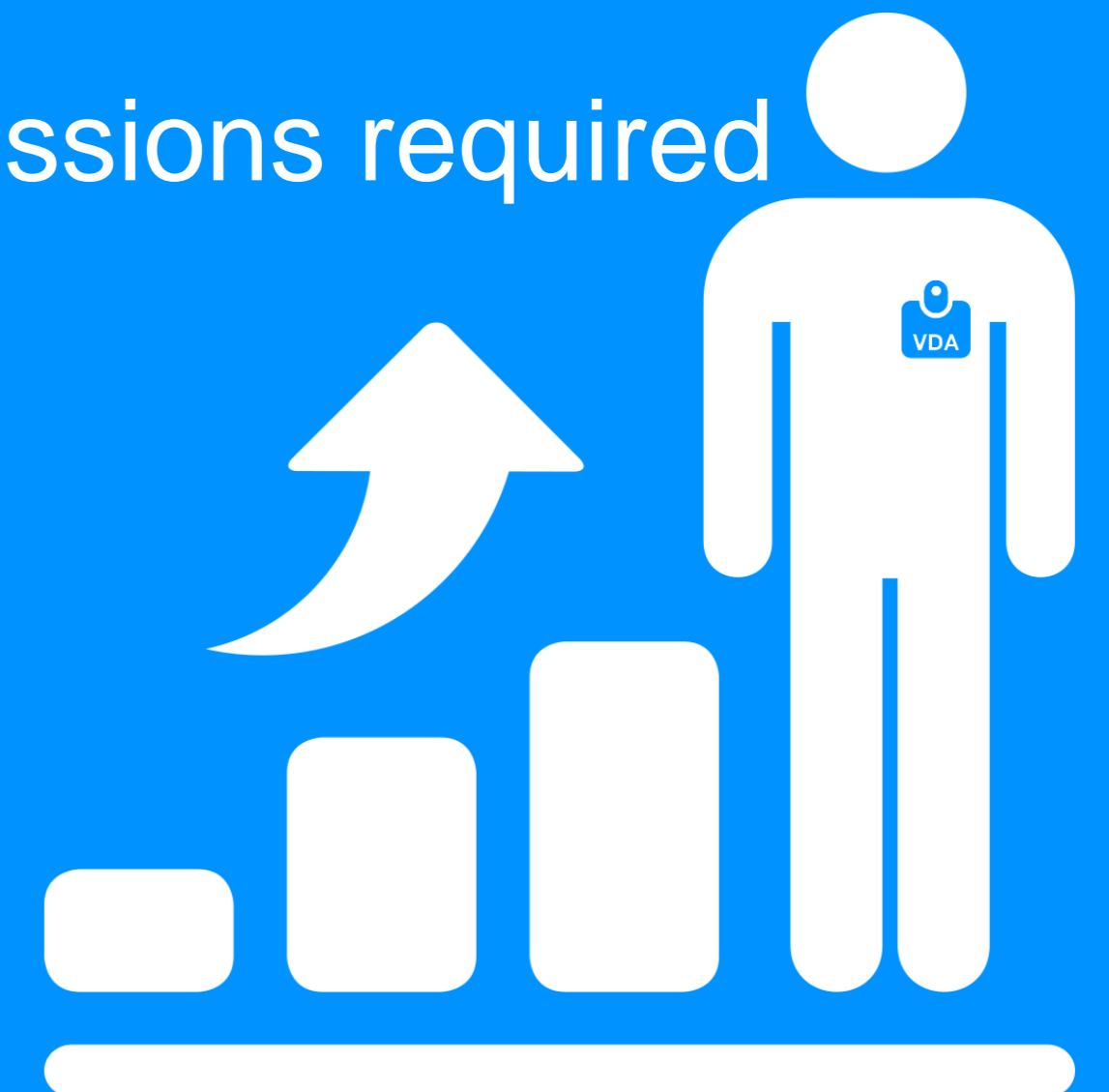
The technical modules include:

- Materials and joining
- The approach to repair
- Effective repairs
- Use of Methods
- Suspension and alignment
- Safety systems
- Progressive technologies



How the programme is delivered

- Each module is delivered to a maximum of eight delegates
- Each module is between one and two days
- Only those requiring training in the module are invited to attend
- Cost of the programme is dependent on the number of training sessions required



Working example

- 50 people on programme
- 80% required to attend each module
- Five of the seven modules required for all participants
- 35 training sessions required

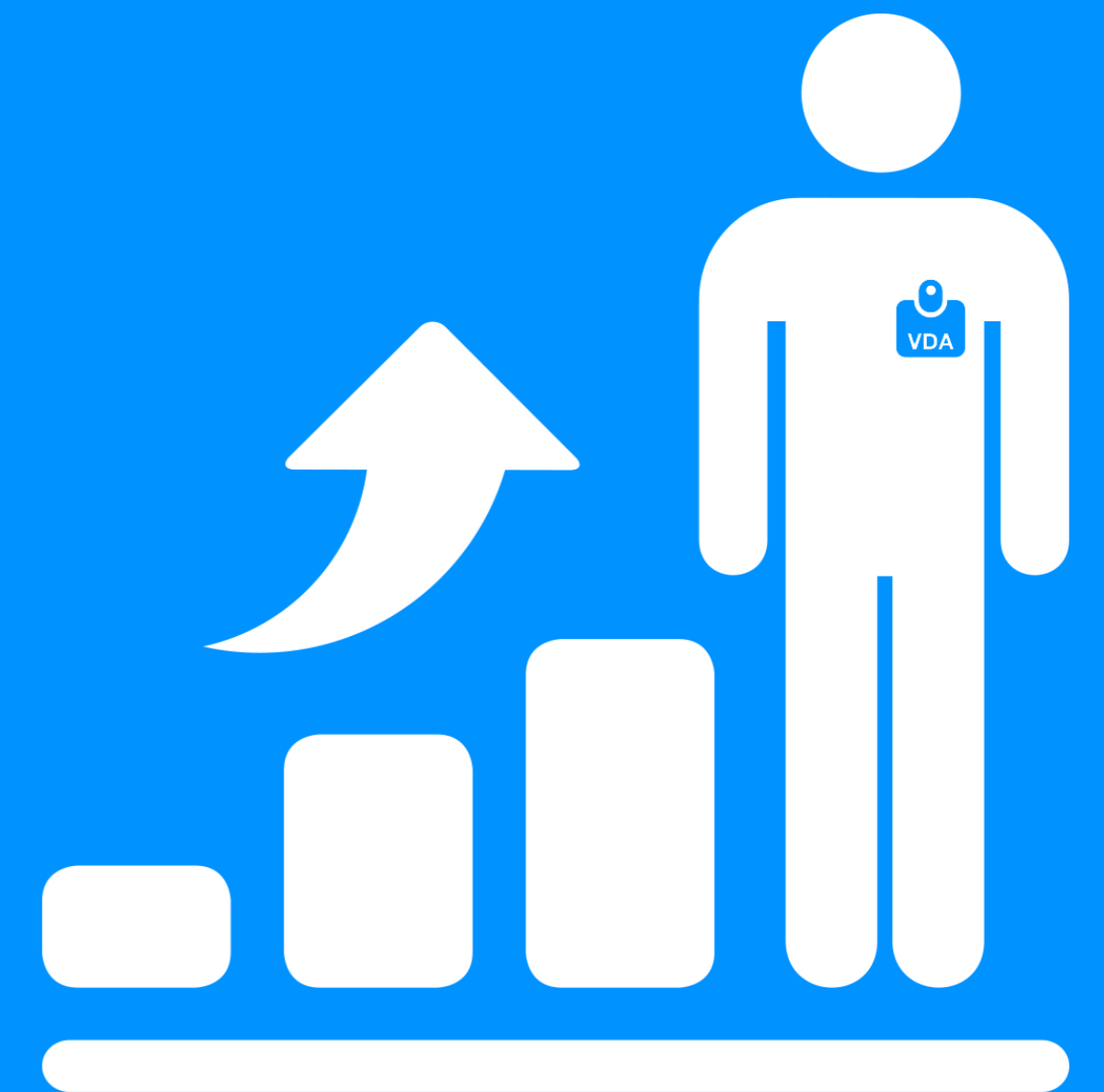


What value does the programme add?

- We work with you to define the ROI
- VDA work is more accurate and profitable
- Motivated and confident VDA workforce

“I feel I have gained a better knowledge and understanding of the ever changing and challenging industry that I work in and represent.”

Russell Whitehead, VDA, Direct Line Group



The next steps...

Working with Thatcham Research

- Call the customer service team 01635 293174
- Visit the website: www.thatcham.org
- Email: customerservices@thatcham.org

