



PRESS INFORMATION

Drivus offers personalised consultancy service with Bodyshop Optimizer launch

Bodyshops can take advantage of expert financial advice to drive businesses forward

6 December 2021 – Bodyshop Optimizer is the latest offering from Drivus, a brand delivering business services for the automotive refinish market in Europe, the Middle East and Africa (EMEA), from Axalta, a leading global supplier of liquid and powder coatings. The new personalised consultancy service focuses on a bodyshop's finances with the aim to boost the bottom line.

“Axalta goes beyond just providing paint. Bodyshop Optimizer is an end-to-end customer service. Drivus experts are armed with the most up-to-date knowledge on industry and market evolutions by monitoring trends in the refinish market,” says Babak Tehrani, Business Services Manager for Axalta's Refinish business in EMEA.

Working closely with bodyshops, Drivus experts evaluate bodyshop performance through periodical face-to-face and frequent virtual consultancy meetings, using data and Key Performance Indicators (KPIs) provided by the cloud-based tool, Drivus Bodyshop Cockpit.

The experts identify areas for improvement to boost bodyshop profitability by focusing on key financial data, including financial-, hourly rates-, and Profit and Loss analysis.

Profit-and-Loss related KPIs are benchmarked against industry standards and pre-defined goals for each customer, so that a tailored plan for improvement is developed.



“With Bodyshop Optimizer, customers receive information on relevant financial aspects of their business to empower them to analyse and to optimise performance continuously over time,” says Tehrani. “Our goal is to help bodyshops build better businesses, to not only enable them to take advantage of improvements today, but also to plan for the future.”

For more information on Drivus, visit, www.drivus.com.

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About Drivus

As part of Axalta, Drivus gives bodyshops the tools they need to build better businesses supported by more than 150 years’ experience in the vehicle repair business worldwide. Its suite of innovative, future-focused services, programmes and tailored expert consultancy are based on an unrivalled understanding of how to run a bodyshop profitably. By focusing on the specific challenges faced by refinishers, Drivus improves business productivity, delivers increased performance and better profitability.

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