

# Autoglass and ATA

Autoglass was one of the first organisations to pioneer the ATA standard in autoglazing. ATA is a confidence factor to customers that demonstrates that Autoglass has internal (but externally assessed) technical standards integrated with transparent and effective cost management business processes.

ATA is a tool to give technicians meaningful career structure that had previously been absent. The integration of ATA with pay and reward by Autoglass has highlighted the power of accreditation to drive business change.

Autoglass has achieved a 98% ROI from ATA in year 1 (fully loaded with development and admin costs). In real terms, Autoglass were able to demonstrate that every £1 invested in ATA saved Autoglass £2 in lost productivity. ATA leads to ongoing savings and increases in performance.



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# ATA and the technician

ATA has become an aspirational target for technicians. Unethical practice by the technicians carries the risk of removal from the ATA register based on the code of practice. 'Skill versus Will' – ATA can measure the technical competency but the introduction of ATA productivity and rectification targets and variable pay structure has helped to drive the technician's 'will' to perform.

Better time management by the technicians themselves – leads to better earning potential for technicians.  
Overall, there has been a positive impact on technician engagement and discretionary effort.

# ATA and Autoglass management

ATA helps optimise management control and efficiencies. Technician retention – attrition rate was reduced by over a third. 26% of this was due to the introduction of ATA. Attributed cost savings to Autoglass were almost 17%. Better management of the technicians reduces the tranche of technicians performing below par – there is evidence of increased profit retention. Lower direct labour costs and improved FTF (first time fix) ratios.

The risk of underperforming is effectively transferred from the company to the technicians. The customer service advisers have become incentivised through the drive for optimal productivity of technicians.

# ATA and a business culture shift

ATA has increased engagement and a sense of worth with an increase of 3% of those staff who are highly engaged. (Autoglass have an ATA confidence factor of 70%)

## Anecdotal Evidence

### Quotes from Autoglazing Technicians:

"The customer is reassured that you are competent and qualified to do the job properly."  
"They are getting experience and someone capable of doing the job properly – very advantageous for the customer. After all, a car is the second largest investment you will ever make."

"Go for it – it's good for you and your customers and your CV." "I don't think that anyone should give up the chance of becoming ATA accredited."

### Quotes from Branch Managers:

"It sets targets for our technicians in stone. I am better able to manage the performance of my techs."  
"It's an alignment of technicians to their abilities. We know where we stand with each technician. We can align each job to technicians' capabilities."  
"It drives quality through the business. Positive on sales and helps capture new business and maintain current business."  
"The reason we are ATA accredited is that it grows our business; customers come back. ATA gives a career path for everyone."  
"The ATA is something we can sell to our customers: fleet and insurers; Technicians are trained to a high standard and good workmanship. The ATA keeps policy holders happy."  
"It enables us to compare the techs across the country on a level playing field as well as across the industry. It is also a great tool for recruitment purposes in that it clearly defines the quality of individual on offer."

For more information about accreditation, visit:  
[www.automotivetechnician.org.uk](http://www.automotivetechnician.org.uk)



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