



## Case Study

Paul & Sons Automotive, Inc.  
Ridgecrest, CA

### QuickTrac™ Improves Productivity by 22%, Increasing Technician Production 30 Hours per Week

*"QT is a great program; our shop productivity is up 30+ hours per week after starting QT. (115-120 hours are now up to 150-155 hours). We have seen a 30+ hour increase every week from the start. Thank you for making me start using it!!!!"*

Fred Farris  
Owner

*"QuickTrac is an awesome program! It helps me to see how successful I am and gives me the ability to modify my sales techniques to achieve the best results. It also helps with scheduling. We have less over-promising, which makes our customers happier. It has really helped me and our shop in so many ways. I look forward to see how it helps our team in the future!"*

Lauren Maret  
Service Advisor

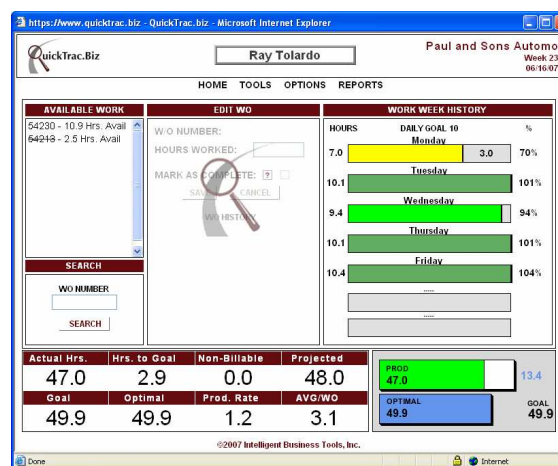
*"I never knew how many hours I flagged until the end of the pay period. Now that we've started using QT, I can see my progress. It helps me to reach my goals and I can see that everyone else is working a little bit harder and going above and beyond to reach our team goals. This program is helping everyone here to be more productive and more efficient."*

Ray Tolardo  
ASE Certified Technician

The QuickTrac™ management tool uniquely delivers critical business intelligence in real-time for the automotive service industry by translating knowledge from business processes into key performance indicators. Advisors, key decision makers and other employees need accurate and timely management data for increased productivity and profitability, to achieve and exceed performance goals, and to see and act upon timely client business information essential to providing winning leadership. Designed by shop owners, the low cost of ownership and ease of installation quickly provides valuable insight leading to leading to more effective business management.

#### About Paul & Sons Automotive, Inc.

Serving the Ridgecrest, CA area since 1975, Paul and Sons Automotive, Inc. started as a gas station. They have transformed into much more to become a 12-bay facility for automotive service and repair, towing and audio installation. Over the past 32 years, the business has undergone many changes to continue to deliver superior customer service. This is a family run team operation and Fred Farris is a second generation automotive professional. Their goal is increasing vehicle reliability while decreasing cost through comprehensive vehicle maintenance.



Manage your business  
by the numbers  
and watch it thrive

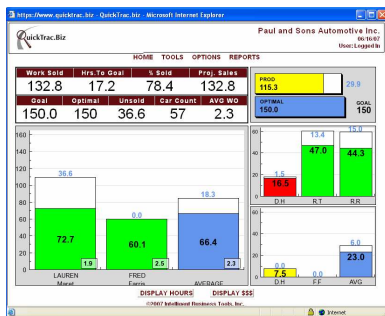


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*"Having shop and personal productivity goals with progress constantly updated helps keep everyone focused and productive. We have increased productivity by an average of 22% using QuickTrac and it takes much less effort in managing. Using QuickTrac allows me to see how sales and service are doing separately and adjust accordingly in order to see the results I want. It also allows me to see, at a glance, who is producing and who is not. I don't have to be at work all day to see if everyone is staying on task. QT is an invaluable tool that I would recommend to every shop owner.*

Fred Farris  
Shop Owner



### The Challenge

The challenge is to have everyone in this business working as a team with the same goal, and with the drive and tools to achieve that goal. An additional challenge is clear communication. Telling staff you want them to work hard or fast does not mean the same thing to each person. Telling them how many hours per week you need from them helps, but without a good, accurate, real-time reporting program, there is no way to know if you are getting there until it is too late; by then you have either made it or not. It's like running a race and not knowing where the finish line is or driving a car by looking out the back window.

### The Solution

QuickTrac™ is the solution because it gives everyone a clear goal that they can work towards and instantaneous feedback as to how they are doing. Having the ability to track production, shop goals, and individual goals throughout the day as well as the week is invaluable and easy using QT. QT shows everyone where the finish line is. Now they can drive the car while looking out the front window increasing production and profits while making things easier for all.

### The Benefits

QuickTrac™ provides everyone the ability to track shop productivity, individual productivity, sales, and production. QT keeps staff focused on shop and personal goals and frees up the owners' time to focus on other aspects of the business. This has led to a 22% increase in productivity, a reduced workload for the owner and increased employee satisfaction. Real-time tracking of key numbers gives a clear picture of the areas that are doing well and the areas that need improvement allowing for important changes throughout the week that make hitting the goal more consistent and likely. Knowing where the finish line is and knowing that you have crossed it gives employees peace-of-mind and job satisfaction. Fred Farris now finds it "much less stressful to drive the car while looking out the front window".

**For More Information and to Schedule Your  
QuickTrac Demonstration:**

**Call 408-404-3314, Visit <http://www.QuickTracSoftware.com>, or e-Mail  
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