



Case Study

Thom's Four Wheel Drive and Auto Service, Inc.
Chicago, Illinois

QuickTrac™ Creates Over 60% Increase in Bottom Line and Greatly Improves Employee (and Owner) Job Satisfaction!

"QuickTrac is giving me \$12,000 more a month to take to the bank from the same two technicians! And they are really pumped up about doing well every week, so am I, especially since for the first time in 28 years somebody else is opening the shop everyday!"

Thom Paker
Owner

"I have been a dealer service manager for over 20 years, now working at Thom's I am less stressed and making more money. Using QuickTrac allows me complete control over the entire process from selling to dispatching to delivering the completed vehicle; I wish I had this program years ago!"

Tom Connor
Service Consultant

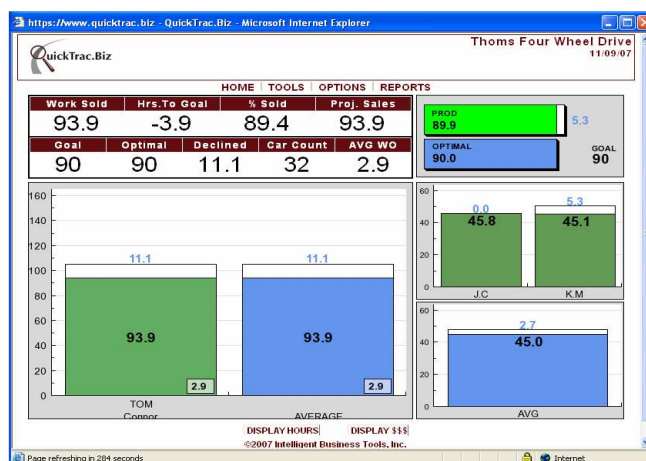
"I love having QuickTrac to track my progress in real-time. Now I always know how I am doing at hitting my goals and how I am doing compared to my coworkers. We all do a little better with some friendly competition. This is a game we can all play and doing better makes us all MORE MONEY!"

Jose Calix
Automotive 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 zero installation quickly provides valuable insight leading to more effective business management.

About Thom's Four Wheel Drive

Thom Paker opened Thom's Four Wheel Drive in 1979. Thoms is known as "the place" to take your four wheel drive vehicle and its promise is to fix only what is needed. His customers appreciate the idea of old fashioned service combined with modern technology. He has been a hands-on manager until installing QuickTrac. Thom's continues to improve on the way to \$1 million in sales and credits QuickTrac™ as the Business Intelligence Tool that will get them there.



Manage your business
by the numbers
and watch it thrive

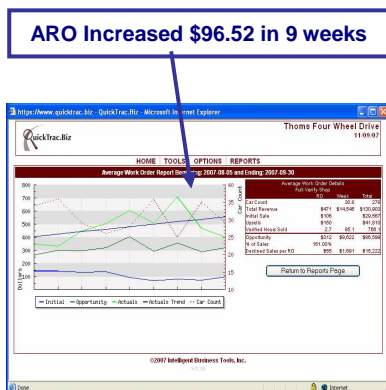


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"I have a specialty shop that I have run for many years so I wasn't sure that QuickTrac could help me. After seeing a demonstration and hearing what it had done for other small shops I decided to take a chance and try it. In the 11 weeks we have been using the program we have increased our income by \$12,000 a month. Some basic process changes combined with real time feedback has given us dramatic results that have far surpassed what was promised. Man does this feel good, weird but good!!! "

Thom Paker
Owner



The Challenge

The challenge for owner Thom Paker was moving his business forward after years of consistently low work output by his technicians and their need for constant supervision. He had a stable workforce that produced good quality work, but they were never able to produce an hour of output for an hour of work. Thom talked with other shop owners and they all agreed that more output just wasn't possible because of lost hours due to waiting for customer authorizations, parts holdups, comebacks, etc. Thom felt like he had hit the wall on total production and that there was no solution and no personal time off in his future.

The Solution

Implementing QuickTrac™ in the business gave Thom the Key Productivity Indicators (KPI's) that he and his employees needed. This allowed him to do less hands-on management while increasing his technicians output. Amazing to Thom, this happened automatically without having to hire any additional staff that would have increased overhead. Employees began to win "the game" and feel good about their contribution. This new game fostered a more positive and productive attitude which was shared by all. Having timely information about both individual and team performance allowed employees to become accountable, significantly increasing productivity and satisfaction.

The Benefits

QuickTrac™ has allowed Thom to increase profits from his business due to a new focus from his staff on production. The net result of this change has been more money in the bank, a much improved work atmosphere and, as a result, a much happier and more relaxed owner! It has created an attitude of GIMME, GIMME, GIMME!!! – more work that is! Output has increased by 60% and profits are up accordingly. Employees are participating in setting and reaching goals as well as solving process issues, dramatically increasing their satisfaction. For the first time in its history Thom's Four Wheel Drive has become a source of satisfaction not only for its customers, but for its employees AND for the owner.

**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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