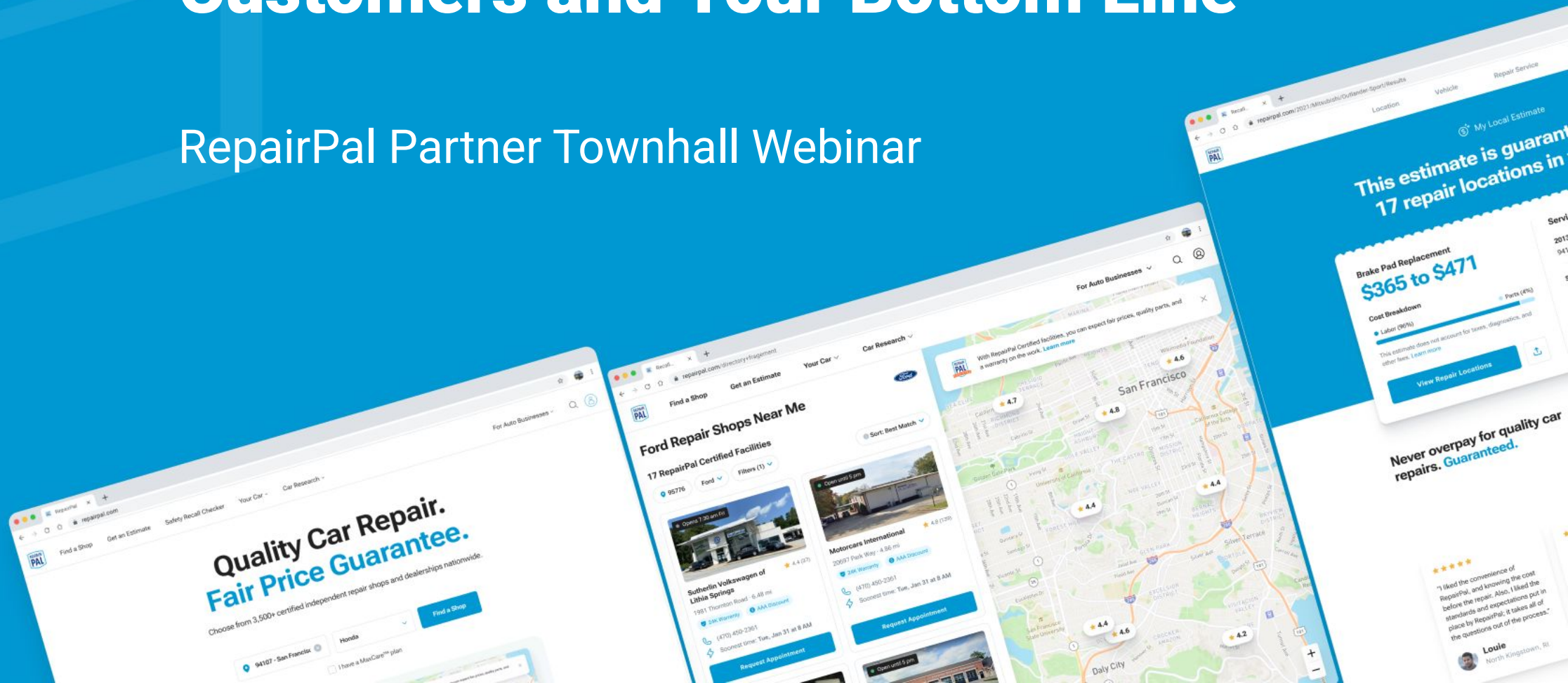




# *The Ultimate Value Add:* How **Car Genius** Benefits Your Customers and Your Bottom Line

RepairPal Partner Townhall Webinar





**Kathleen Long**

Senior Director,  
Business Operations &  
Strategy



**Special Guest!**

**Brian Latronico**

Product Management  
Director, Auto & Home  
**USAA**



**Christen Battaglia**

Senior Manager, Partner  
Development



**Aisha Apple**

Consumer  
Engagement Manager



**Dan Pera**

Senior Manager,  
Consumer Partner  
Programs



**Bo Fader**

Automotive Repair  
Expert, Car Genius



**Andrew Hajjar**

Senior Manager, Partner  
and Consumer  
Engagement



**Devin Cabungcal**

Automotive Repair  
Expert, Car Genius

# Welcome & Introductions



RepairPal™  
**Car Genius**

# Car Genius Bios

## Bo



- Nearly 2 Decades of Automotive Expertise
- ASE Certified Service Consultant
- Passionate Advocate for Transparency and Inclusivity
- Educator and Inspirer
- Breaking Industry Stigmas
- Champion for Skilled Technicians

## Devin




- 8 Years of Experience in Automotive Repair Shops
- ASE Master and Toyota Master Diagnostic Technician
- Changing the Narrative in Auto Repair
- Enjoys Helping Customers Make Informed Decisions
- Thrives on the Challenge of Finding the Answer



# What is Car Genius?

**Know Before You Go!** Free auto repair advice from a Certified expert before going to the shop.


- Free expert auto advice empowers customers before they visit the shop.
- We'll be there for your customers. Dedicated phone line and/or live chat with support from RepairPal's customer support team.
- Referrals to high-quality, fair-priced RepairPal Certified Shops at no cost to you or your customers.



**KNOW *BEFORE* YOU GO**

Call RepairPal's Car Genius™ hotline to get FREE advice from independent certified experts before you take your car to the shop.

**1-877-555-1212**



# How Car Genius Works

1. A customer discovers they need a repair or have a question about their car.
2. They call the dedicated partner Car Genius phone line.
3. Our Car Geniuses answer questions about the customer's issues, and offer to book an appointment at the right shop near the customer, if applicable.
4. Whether they just had some questions answered or ended up at a shop, the consumer has a great experience.





RepairPal™  
**CarGenius**

Get **free** advice from certified experts on vehicle troubleshooting and repair needs before going to the shop.



**Bo** • Auto Repair Expert

● Available until 6 PM EST



**Devin** • Auto Repair Expert

● Available until 6 PM EST

# Who Can Use **Car Genius?**

## Partners' Customers

Customers benefit from personalized service.

## Our Partners as Employee Perk

Offer Car Genius as a value-added benefit for your team and their families.

# What is the Benefit to Partners?

## Enhanced Customer Engagement

Personalized experiences that build loyalty. Especially if you have a subscription product, the goal is to keep that customer around with a robust offering. Car Genius helps achieve that goal.

## Increased Referrals

Use Car Genius to generate more appointments through referrals.





# Easy Integration

- Included in landing page and Self-Serve Portal iFrame Solution
- Can be easily integrated into web pages, apps, and physical materials
- Custom co-branded graphics available
- Appointments and referrals are tracked and count toward monthly progress

The screenshot displays a web interface for RepairPal and Endurance. At the top left is the RepairPal logo. The main heading reads "We've partnered together to get you back on the road." Below this, a subtext states: "Endurance has partnered with RepairPal Certified shops to get you back on the road quickly. Schedule repairs online with RepairPal." A form asks "What's your zip code?" with an input field containing "95648 Lincoln, CA" and a blue arrow button. A link for "Frequently Asked Questions" is provided. On the right, a sidebar titled "RepairPal CarGenius" offers free advice from experts. It lists two experts: "Bo" and "Devin", both "Auto Repair Experts" available until 6 PM EST. A blue button at the bottom of the sidebar says "Call +1 (877) 412-9229". The word "ENDURANCE" is partially visible in the background.

**REPAIR PAL**

## We've partnered together to get you back on the road.

Endurance has partnered with RepairPal Certified shops to get you back on the road quickly. Schedule repairs online with RepairPal.

What's your zip code?

95648 Lincoln, CA →

Have questions? [Go to Frequently Asked Questions](#)

**RepairPal™ CarGenius**

Get **free** advice from certified experts on vehicle troubleshooting and repair needs before going to the shop.

**Bo** • Auto Repair Expert  
• Available until 6 PM EST

**Devin** • Auto Repair Expert  
• Available until 6 PM EST

**Call +1 (877) 412-9229**

**ENDURANCE**





# Partners Using Car Genius: **USAA**



## Brian Latronico

Product Management Director, Auto & Home

USAA



### SPECIAL USAA DISCOUNTS • GREAT ENTERTAINMENT DEALS & TRAVEL OFFERS

[Home](#) > [Shopping Deals](#) > [RepairPal](#)



#### About This Offer

We've teamed with RepairPal to help you get quality car repairs at the best prices. The RepairPal Certified Network consists of more than 2,800 trusted shops nationwide that have undergone a rigorous certification process. Through this process, RepairPal guarantees these shops are expertly staffed, trained in the latest technologies, use high-quality tools and parts, and offer warranties for their work.

- Find trusted repair shops and schedule services online, plus get a 1 year, 12,000-mile warranty.<sup>2</sup>
- Call the RepairPal Car Genius hotline at 1-877-771-2709 for free auto repair advice.
- Diagnose and fix electrical and mechanical issues based on your car's make and model.
- Repairs for engine, transmission, heating, air conditioning, suspension, steering, lighting, and other electrical issues.

#### Find a fair-priced auto repair shop and schedule online

#### The Fine Print

1. All services related to repairs purchased through RepairPal are provided exclusively by RepairPal Certified shops, not USAA. Any information you provide to us is subject to the RepairPal privacy policy. USAA receives marketing fees in connection with this program.



#### RepairPal™

Find trusted repair shops and schedule services online. Call the RepairPal Car Genius hotline at 1-877-771-2709 for free auto repair advice.<sup>b</sup>

[Learn more](#)



# Customer *Experience*

## Clutch Decisions: *How Bo Shifted Gears with a '08 Honda Fit Caller!*

- A customer called in requesting an estimate for a clutch.
- It turns out we had spoken months earlier!
- They wanted to talk through the repair. We discussed pricing, possible issues they could find during the repair and length of repair time.
- We went to the estimator together and the estimator was spot on!
- I loved that the customer called back in and I was able to provide a safe and reliable experience before she went in for a big repair.



### Clutch Replacement

**\$1,570 to \$1,831**

### Cost Breakdown

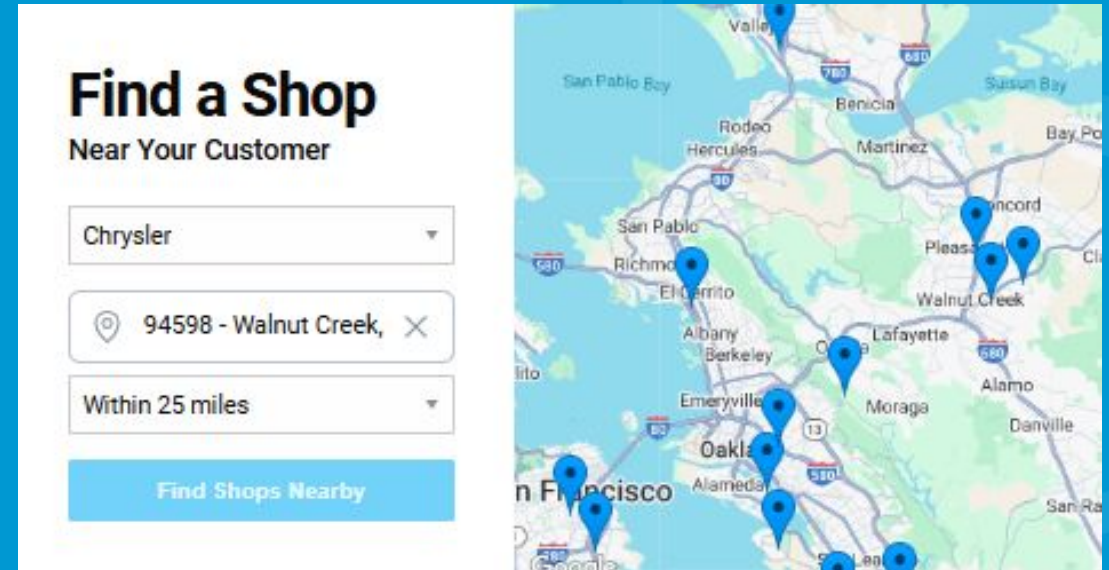


This estimate does not account for taxes, diagnostics, and other fees. [Learn more](#)

# Customer *Experience*

## *How Devin Steered a Customer Through Their Diagnostic Troubles*

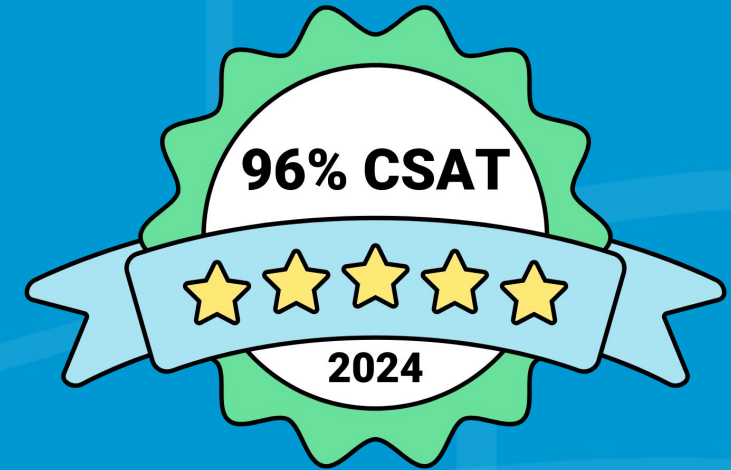
- 2006 Chrysler Town & Country
- Check engine light on
- Customer had done some work on the van himself
- Advised on diagnostic procedures that should be performed
- Together, we decided a shop may be better suited to perform the tests
- Connected the customer to a RepairPal Certified shop



# Driving *Satisfaction*

**"I was so very pleasantly surprised at the excellent customer service I received from Devin.** He was friendly, professional, but most importantly helpful. He answered my questions, was knowledgeable about my deductibles, found me repair shop and emailed me a coverage card. He also offered some helpful information and tips I was not aware of! He is truly an asset to your organization"

"First time I have used this service, so I didn't know what to expect. **Devin answered all my questions and provided a prompt response to my request for information.** I had a good experience and would recommend this service to anyone."



**"I can't tell you how pleased I am with this service. 20 out of 10, 5 Stars! Bo was literally the best customer service representative I have ever had in any capacity.** Didn't talk down to me, was respectful, personable, awesome, eased my worries and gave me quotes, found a repair shop and gave me options. Thank you!!"

**"Bo was very professional, patient, kind, and knowledgeable, answered all my questions,** He emailed me all the info I needed, and responded quickly to my text requesting information that he had given me, but that I forgot. A+ for Bo!"





**Kathleen Long**

Senior Director,  
Business Operations &  
Strategy



**Special Guest!**

**Brian Latronico**

Product Management  
Director, Auto & Home  
**USAA**



**Christen Battaglia**

Senior Manager, Partner  
Development



**Aisha Apple**

Consumer  
Engagement Manager



**Dan Pera**

Senior Manager,  
Consumer Partner  
Programs



**Bo Fader**

Automotive Repair  
Expert, Car Genius



**Andrew Hajjar**

Senior Manager, Partner  
and Consumer  
Engagement



**Devin Cabungcal**

Automotive Repair  
Expert, Car Genius



# Thank you

