

Rick's Paint & Body Transforms Repair Quality with OEC's RepairLogic



by Autobody News Staff

In Augusta, GA, Rick's Paint & Body has earned a reputation as a best-in-class collision repair facility. This leading collision repair shop stays ahead with OEC's RepairLogic and top-notch certifications.

Since its founding in 1976, the shop has grown into a 40,000-square-foot operation with 68 employees, offering top-tier service to the community. **Katie** and **Tyler Smith** own and operate Rick's Paint & Body, leading the industry by adopting innovative technologies and maintaining numerous OEC Certified Repair Network certifications.

Katie and Tyler's professional partnership began in 2003 following Tyler's graduation from Clemson University. They first launched a landscaping company, growing it from a two-person operation to a thriving business with 20-25 employees before selling it. Building on their experience, they decided to acquire the family auto shop from Katie's father, **Rusty**.

Tyler Smith, the shop's co-owner, shared the shop's journey into the collision repair industry. With an acquisition plan in place, the Smiths moved to the area to work alongside Rusty, learning the ins and outs of the collision repair industry. During the seven years of working with Rusty, they grew in their knowledge and officially took over the shop in 2019.

Rick's Paint & Body is a long-time customer of OEC and early adopters of the RepairLogic repair planning platform. "We've seen it grow and evolve, and being a part of that journey has been fun. It's been a game changer for us," said Smith.

Smith explained the significant impact of RepairLogic on their operations: "RepairLogic has transformed how we handle repair procedures," he said. "The data is more up-to-date than other popular services and incredibly easy to access. We can create detailed repair plans that are easily downloadable and ensure we're following OEM post-collision repair instructions, which creates safer and more comprehensive repairs."



Using RepairLogic has been a game changer for Rick's Paint & Body, allowing it to continue its tradition of service excellence and commitment to the quality and safety of its repairs.

The shop's adoption of RepairLogic was driven by a need for more efficient and accurate repair procedures.

"Before using RepairLogic, we had to pull repair procedures from various websites, and the data often seemed outdated," Smith said. "RepairLogic, with the backing of the OEMs, provided the most updated procedures, increasing the quality of our repairs and ensuring they meet OEM requirements. It has also boosted the confidence of our estimators and blueprinters, as they feel well-supported and can show customers exactly what was done to their vehicles."

OEC sent a consultant to Rick's Paint & Body to train and familiarize the team with the platform. Smith said OEC's on-site presence has been invaluable. "They helped us change the flow of our processes and provided a second set of eyes on things," Smith added.

The shop has also benefited from the training and support provided by OEC. "They offered a lot of online and virtual training, and if we ever have a question, we get clarification and an answer very quickly. OEC ranks highly in terms of support," Smith said.

RepairLogic's user-friendliness has been a hit among Rick's Paint & Body technicians. Smith said their technicians use RepairLogic on their tablets to pull up repair procedures and follow them step by step. This technology integration has not only streamlined the repair process but has also enhanced the accuracy and reliability of the repairs performed.

Overall, the RepairLogic repair planning platform enhances vehicle repair by providing quick access to OEM information, digital collaboration tools and advanced documentation. It is more than twice as fast as traditional methods, with automatic inclusion of more than half of the necessary procedures.

The RepairLogic repair planning platform consolidates information from multiple sources, improving consistency and repair quality. Shop teams report increased research frequency and better repair outcomes. It also optimizes parts procurement by identifying one-time use parts, reducing missed items and improving profitability.

Smith emphasized their commitment to using the latest technology and following stringent repair procedures has set them apart in the industry.

"Following the repair procedures and ensuring we adhere to OEM guidelines creates a safer and more comprehensive repair plan. We must provide our customers with the highest quality repairs, and RepairLogic helps us achieve that," he said.

Rick's Paint & Body has embraced cutting-edge technology and maintained numerous OEC Certified Repair Network certifications, bolstering its commitment to excellence. As a trusted name in collision repair, it sets high standards and delivers outstanding service to its customers in Augusta and beyond, continually striving to improve and innovate in their field.

Rick's Paint & Body

Augusta, GA

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rickspaintandbody.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 68

In Business Since: 1976

Number of Locations: One

Production Space:

40,000 square feet



As early adopters of OEC's RepairLogic, Rick's Paint & Body owners Katie and Tyler Smith rely on its up-to-date data to deliver the highest-quality repair to their customers.



The technicians at Rick's Paint & Body love the user-friendliness and easy accessibility of the repair procedures on their tablets.

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