



# ONTRACK

A  
Newsletter  
FOR THE  
*Auto Auction Industry*

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Volume 1 | 2016

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To the Ends of the Earth



# From Vision to Reality

Business strategists have long espoused the philosophy of looking forward and working backward. Begin by defining your long-term goals before outlining a series of attainable, short-term objectives that will allow the organization to achieve immediate success and build capabilities. Over time, these successes and capabilities enable the organization to tackle more ambitious goals and reach new heights.

This principle was definitely top-of-mind as we set out to create the latest issue of *OnTrack*.

The process always begins with the team working to identify and analyze the developments – both internal and external – we feel could impact our industry in a meaningful way. At first glance, the two stories we cover in this issue may seem unrelated, but they’re the perfect example of how our short-term objectives are building toward long-term success for our partners.

Dan Oscarson, Vice President of Global Business Development, starts things off with a recap of his recent buyer-outreach efforts in Central America. The trip paid immediate dividends – particularly the formation of a thriving social media community and educational seminars which helped our buyers better understand how to leverage IAA’s technology – but it also afforded a rare opportunity to sit down with these individuals in a one-on-one setting and engage in the type of relationship building that will allow us to meet the unique needs of our customers in Central America.

We also sat down with IAA’s Mike Batchelor, IAA’s Director of Claims Solutions Development, to discuss how self-service technology in the automotive auction industry helped shape the development of MyVehicleClaim.com – our answer to vehicle owners’ need for on-demand auto claim status and mobile-based customer service, and the latest addition to IAA Total Loss Solutions™. Designed to help our partners control claim costs while supporting customer satisfaction and retention, IAA Total Loss Solutions would not be possible without a deep understanding of the total loss process, which is exactly what Mike’s team brings to the table.

These are just a few of the ambitious projects we have in store for 2016 that will allow IAA to build long-term capabilities and better serve vehicle sellers and buyers for years to come. Success is always a long-term vision, but thanks to our approach, we know we’re moving in the right direction.




JOHN  
KETT

Chief Executive Officer and President

GREETINGS

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”

ONTRACK



# To the Ends of the Earth

COVER



Understanding the importance of IAA's global relationships.

Perched nearly 5,000 feet above sea level, Guatemala City is a world away from the steamy, sweltering scenes often associated with Central America. Thanks to its high altitude, residents enjoy the benefits of a virtual paradise: dry air, warm days, and cool nights. The locals call it "Guate," but the city has earned itself another fitting nickname: the land of eternal spring. Guate's utopian climate seems like a cruel irony, however, when juxtaposed against the city's *other* defining characteristic: Pacaya, an active volcano lying just a few miles to the southwest.

I came to this city in the spring of 2015 with several other IAA representatives on a mission to connect with our Central American buyers, learn from their experiences with IAA and seek their feedback. By all accounts, the trip was a resounding success:

- Our marketing efforts led to the creation of a dedicated Central American social media community that now numbers over 40,000 followers. Our digital presence is already facilitating communication with this important customer segment and helping IAA better meet its needs.
- The integration of a simple product search tool into these communities drove demonstrable increases in the number of active buyers participating in auctions, bidding activity and the number of units sold; all of which contribute to more competition and higher selling prices.
- Invite-only seminars which ballooned to capacity-crowd affairs as hundreds of attendees packed hotel conference centers. Smaller group sessions provided the kind of feedback that can't be gained through any other means but true, interpersonal interaction.

We leverage our understanding of international markets to provide the tools and solutions our foreign buyers need, and quantitative results like these certainly demonstrate the impact of our efforts. But the qualitative insights we uncovered through one-on-one interactions

with our customers in Guatemala – and later in Honduras and El Salvador – and the stories they shared provided further evidence of the difference our international development efforts are making.

Stories from sibling entrepreneurs like Aldo and Gabriela in Guatemala City, who, along with their brother David in Delaware, rely on IAA to keep their thriving parts business operating at full speed. We couldn't help but share their sense of pride when we learned they'll soon be adding a second floor to their warehouse to meet growing demand.

Or fearless businessmen like Antonio, who used to make a 4,000 mile roundtrip to attend our physical auctions and purchase the vehicles he needs to keep his business running. After several violent encounters with armed criminals in the Mexican desert – on some occasions, vehicles were actually stolen off the back of his transport truck – Antonio was happy to learn he could utilize our online bidding technology to keep his operation running safely.

And dedicated professionals like Fito, whose attire was spotless even when taking delivery of newly-arrived vehicles from a dusty processing center in El Salvador. The name of Fito's business was emblazoned across the front of his shirt, but he proudly wore the IAA logo on his sleeve. For those of us who see our monogrammed attire as a uniform, Fito provided an important reminder of just how fortunate we are.

The people we met in Central America are part of a global automotive economy, but in the midst of our day-to-day routines, it can be easy to forget about them. As our international endeavors continue, those of us who were fortunate enough to meet with our Central American partners look forward to building and nurturing relationships with more of our buyers overseas. These customers are a valued part of the IAA ecosystem, and we look forward to expressing our respect and appreciation in lands near and far.



written by  
**Dan Oscarson**  
Vice President of Global Business Development

**Read more about our international efforts in "A Global Marketplace," a blog authored by IAA's Dan Oscarson. Coming soon to IAA-Auctions.com.**





MyVehicleClaim.com is designed to work on the users’ terms: their schedule, their device, their needs.

FEATURE

# Uncharted Waters

## With MyVehicleClaim.com, IAA blazes new trails

In the constantly evolving landscape of customer needs, we thought it was time to discuss the availability of customer self-service tools and their relevance in the auto claims process. As consumer demographics change, so does the expectation for self-service technology, and the use of that technology to maximize efficiency, service, and benefit for our customers. Although more and more customers are coming to expect self-service capabilities, relatively few insurance companies provide that capability within the auto claims process. Enter MyVehicleClaim.com – the latest addition to the IAA Total Loss Solutions™ service line.

In order to provide a more intimate look at the self-service capabilities of MyVehicleClaim.com, we sat down with Mike Batchelor, IAA’s Director of Claims Solutions Development for a conversation that cut through the sales speak and got to the heart of the matter.

## Setting the stage

In the simplest terms, MyVehicleClaim.com is a web-based claims-management portal that allows vehicle owners to track and manage the status of their total loss claim from beginning to end. Once the claim amount is settled, the owner can utilize MyVehicleClaim.com to confirm or update information, request and download paperwork, learn how to properly execute documents, track claim status and more.

Batchelor is quick to point out that this isn’t the first claims-management portal in the marketplace. In fact, there are several existing options, and they all share one common trait: they’re proprietary systems developed for the sole use of major carriers. “These are incredibly effective tools,” Batchelor says. “But until now, they’ve been the exclusive domain of the few carriers that could afford such a large investment into their IT platforms.” MyVehicleClaim.com, on the other hand, is a turnkey customer service and support tool which allows IAA’s Title Procurement customers to instantly enhance their capabilities without building from the ground up. But more importantly, it was designed to work on the users’ terms: their schedule, their device, their needs.

## Give the people what they want

When it comes to shifting consumer preferences, Batchelor pulls no punches. “The data are telling us claimants are not interested in handling this sort of issue with last century’s technology,” he says. In other words, claimants are eschewing phone calls and emails in favor of a more modern approach. How does he know? Batchelor’s team worked closely with IAA’s internal call center, using empirical data to develop an understanding of the percentage of calls going to voicemail and requiring costly follow up communications. Next, they sat down with several of IAA’s insurance carrier partners to get an idea of what they were seeing in the marketplace. Once the trend was confirmed, Batchelor knew they were onto something. “As a web-based tool, MyVehicleClaim.com represents the type of solution users expect in 2016.”

What’s so important about that “web-based” qualifier? Several things, actually. First, the 24/7 nature of the tool allows users to access their claim and take action outside of standard business hours, helpful for claimants who can’t deal with personal matters at work. Additionally, the site’s responsive design ensures it works flawlessly on any internet-equipped device. This was truly a tool designed with the end user in mind.

## Proud parents

The team is understandably proud of what they’ve created, but what do they see as the highlight of their efforts? “People are using it,” Batchelor says with a laugh. It may be a lighthearted joke, but there is truth to what he says. MyVehicleClaim.com is still young, but adoption rates are already approaching 50% and continue to grow. In a more serious tone, Batchelor expanded on his viewpoint. “We’ve been able to provide our insurance partners with a tool that enables them to communicate with their customers the way their customers *want* to communicate.” A common sense approach to an issue that will become even more important as technology continues to advance. Now that’s self-service.



written by  
**Brett Wallin**  
Director of Seller Marketing

# What's New at IAA

From baseball royalty and new digs in Austin to lending a helping hand to our nation's deserving veterans, it's been an exciting few months for IAA. Read all about what we've been up to.



## Everything (Including IAA) Is Bigger in Texas

With 14 auction locations, IAA has always been well-represented in the Lone Star State. But in 2015 we took things one step further, expanding our Austin facility by more than 50% to a grand total of 57 acres. "Our expansion in Austin

is exciting for several reasons," said John Kett, IAA President and CEO. "The growth of our state-of-the-art facility provides more storage area and further enhances our unparalleled auction experience by providing our loyal customers a greater inventory of vehicles from which to choose. It also gives IAA additional capacity to handle catastrophe situations in the Austin area, helping the community more efficiently recover from disasters." And our new digs aren't just bigger; they're greener, too. The Austin expansion incorporated enhanced sustainability features such as water reclamation technology for irrigation, recycled concrete and reclaimed asphalt.



## Play Ball!

Crying may be off limits in baseball, but caring is far from taboo. Over the past few months, we've had the pleasure of helping several baseball luminaries donate their personal vehicles in support of a few of our Donation Division's charity partners, and to

be honest, we're still a little star struck. It started off earlier in 2015 with Bill Neukom, partial owner of the San Francisco Giants. Mr. Neukom served as Managing General Partner during the team's 2010 World Series season, and has remained involved with the Giants Community Fund after stepping down from his position. This year, he donated a limited edition 2008 Porsche Boxster S to the Fund, which raised thousands of dollars at auction. Not to be outdone by an in-state rival, former Los Angeles Dodgers pitcher Zack Greinke also got in on the action by donating a 2007 Mercedes-Benz S65 AMG to the Los Angeles Dodgers Foundation. The V12 monster was a big hit at auction, and the money it raised will go a long way in helping children across the greater Los Angeles area.

UPDATES

Send comments about  
ONTRACK to: [OnTrack@iaai.com](mailto:OnTrack@iaai.com)

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## Serving Those Who Serve

As an organization, we participate in philanthropic and community-based events across the country. From local events to national fundraisers, we are active members in the communities

we call home. But few instill the same sense of pride as our involvement with the Progressive Group of Insurance Companies' annual Keys to Progress event, administered in conjunction with the National Auto Body Council's (NABC) Recycled Rides program. Progressive and the NABC team up with a host of organizations within the automotive industry to source, refurbish and donate used vehicles to deserving veterans and their families, and we were proud to participate for the second consecutive year. IAA donated 10 vehicles to this amazing cause, and look forward to continuing our participation in the years to come.