



ON TRACK

A
Newsletter
FOR THE
Auto Auction Industry

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The Importance of Organizational Alignment

It's been a busy summer here at IAA, as our team continues to improve customer experience at every touchpoint. It's a never-ending mission, but I'm excited to share the progress we've made so far. Our technological innovations continue to enhance the customer experience and push the industry forward. But even the best technology is nothing without the best people behind it. It's why we invest in building great teams. Teamwork is the driving force behind everything from CAT response to our partnerships with nonprofits like SkillsUSA®.

In the previous two volumes of OnTrack, we looked at why technology and teamwork are two crucial pillars to delivering a best-in-class customer experience. In this issue, we explore a third—organizational alignment. An organization can only move forward if everyone's oars are rowing in the same direction.

From the C-Suite to managers, and all of our vital team members, it's important that everybody is striving to provide the best customer experience within their respective roles.

Thank you for your readership and support; it's an exciting time in the auto auction industry!

Sincerely,




JOHN
KETT

Chief Executive Officer and President

GREETINGS

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ONTRACK

Paving the Way in Customer Experience

Across every industry, one truth is clear about the companies performing at their peak—they are organizationally aligned around excellent customer experience, from top to bottom. We've taken a deep look at the leaders at these companies and the lessons they've shared.



A look in at the customer experience at an IAA branch

Mount Rushmore of Customer Experience Leaders

Disney. Amazon. Ritz Carlton. Legendary companies started by leaders who built their organizations around **unparalleled customer service**. In fact, Walt Disney is often referred to as “The Father of Experience.” From Disney’s movies to his theme parks, no detail was ever overlooked. Every person, cartoon and ride in the park exists to create a magical experience unlike any other. As he so eloquently put it, “You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

Horst Schulze, though not as famous by name as Walt Disney, has had an equally outsized impact on customer service. Schulze, the founder of hotel chain Ritz Carlton, created an organization that is still the gold standard for customer service in the hospitality industry. His system of excellence, “**Continuous Process Improvement**,” has been copied by many companies around the country.

A relative newcomer to the Mount Rushmore of CX leaders, Jeff Bezos turned Amazon from an online bookseller to the innovative behemoth it is today by staying true his vision, “To be the most obsessed customer centric company in the world.” As a result, Amazon has continued to surprise and delight customers with innovative offerings and unrivaled service.

“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

Innovating with Purpose

At IAA, we’ve taken a close look at other organizations to glean best practices around customer experience and applied them to current innovations to ensure maximum impact. Though innovation is at our core, as IAA's Justin Mahlik, Senior Vice President of Business and Corporate Development notes, in today’s business world, “Innovation” is a buzzword you’ll find almost everywhere. So much so, the catchphrase has the potential to lose its meaning. Innovation has been such an integral part of IAA’s culture and brand, it’s important to define what innovation means to us for both internal stakeholders across the organization and for customers worldwide. “To them, we are more than a vehicle auction company; we are their solution in the vehicle disposition ecosystem. When we think about the next iteration of a product or service, or even contemplate development of something new, we first dig into the details with our buying or selling customers,” Justin states. When IAA innovates, customers are at the center of the process.

Customer Obsessed

We strive to be as customer centric as the established greats, while harnessing our proprietary technology. Technology is changing the way customers want to interact with companies, and once you understand the needs and expectations of the customer, **the solution often falls into place**. For example, according to **this Statista article from 2018**, 88% of consumers expect companies to offer a self-service customer support portal. This is one of the many insights that IAA used to help develop MyVehicleClaim.com. The site provides our insurance partners the opportunity to offer their customers a scalable self-service claims management solution from total loss determination to final settlement.

A Holistic Approach

Most companies are inclined to think that organizational alignment is achieved through smooth corporate communication and streamlined processes. At IAA, we take it a step further. The way we see it, true organizational alignment is forged only through a combination of corporate- and customer-level enhancements.

It Starts with You

The first step to maximizing customer alignment is simple, yet often overlooked: listen! That's exactly what we did. We heard feedback from our buyers and sellers and utilized our learnings to take our offerings to the next level. With digital auction platforms, like IAA Timed Auctions™, we were able to improve the buyer experience and reduce cycle times for sellers. Additional innovations were created to help buyers get all the info they need to bid confidently. IAA 360 View™ is a great example – this tool allows bidders to utilize an interactive, 360° view of a vehicle's interior and exterior. These efforts lead to a better, faster auction experience for buyers, which means increased returns for sellers, too!

IAA Aligned

Of course, to maximize impact, corporate alignment must be air tight as well. For us, this requires an attention to detail that goes all the way to the branch level. This is why we've been working to further improve company-wide consistency. That includes everything from making the bidding experience as uniform as possible to establishing a similar aesthetic, layout and feel from branch to branch. It's also why we continue to work so diligently on our digital transformation: better and faster communication and more access to information, in the palm of every single employee's hands. When we're aligned and our customers are aligned, we know we're offering an experience that can't be beat.



The most important part of customer experience: our people

UPDATES

Send comments about ONTRACK to: marketing@iaai.com

IAA

Two Westbrook Corporate Center, Tenth Floor
Westchester, IL 60154

What's New at IAA

A new board of directors, land expansions and a Jefferson Award winner!
Here's what we've been up to:



An Independent IAA

IAA has successfully completed its separation from KAR Auction Services, Inc. "As a standalone publicly traded company, IAA will continue to be a leader in the salvage auction industry, benefitting from an enhanced strategic focus and a streamlined operating structure," said John Kett, President and Chief Executive Officer of IAA. [Learn more](#) about the changes and meet our new board of directors.



Jefferson Award

Congratulations are in order for our Jefferson Award winner, Candice Hernandez of IAA Tifton. Candice was nominated by her co-workers because of her commitment to helping animals in her community of Tifton in Georgia, where she formed a nonprofit organization for this special cause!

Acquisitions, Expansions & Partnerships

Growth at IAA

IAA recently celebrated the grand opening of **IAA Houston South**, our third location in the Houston metro area. It's strategically located to enhance IAA's ability to serve the hurricane-prone coastal Texas area.

IAA is excited to announce land expansions at **IAA McAllen**, **IAA Fontana**, **IAA Pulaski**, **IAA Phoenix** and **Impact London** to help us better accommodate customer demand.

IAA Acquires DDI Technology

IAA's latest **strategic acquisition** is of DDI Technology, a leading electronic lien and title technology firm. DDI's resources will work within the IAA suite of products and will continue to help reduce the cycle time of closing an insurance claim and selling vehicles faster.

SkillsUSA® Rebuild Project

Through our vehicle rebuild program with SkillsUSA, we gave students at Bay Path Regional Vocational High School the **hands on experience** of rebuilding a car while learning from mentors and networking with future peers!



SkillsUSA students proudly pose in front of their finished, rebuilt van