



# Manheim

6205 Peachtree Dunwoody Road

Atlanta, GA 30328

www.manheim.com

## CASE STUDY

### **MANHEIM INTRODUCES "CLEAN TEAM" DELIVERS CONSISTENT DETAILING SERVICES NATIONWIDE**

#### **The Situation:**

Manheim details more vehicles than any company in the world; some 2.5 million cars every year at the company's wholesale auto operations. For decades, however, there was no consistent level of service; each auction had its own procedures and standards.

Manheim field staff realized there was demand from customers to standardize detail operations and create consistent quality standards companywide.

#### **The Solution:**

A team of reconditioning experts and key product vendors met at the Manheim DRIVE Center, the industry's innovation laboratory, to brainstorm solutions and develop standard processes. In the end, the group created what is now known as "Clean Team," a new procedure at all Manheim facilities that delivers detailing services in an efficient and consistent way.

The team set aside any preconceived notions and started with a blank slate, freeing them to consider any new possibilities for improving the detailing process. The team discussed goals and expectations for various levels of detailing, training procedures and safety precautions, and the right tools and chemicals to use every step of the way. In the end, a consistent menu of detailing packages was developed, including:

- \* **Value Detail:** Detailing to suit the needs of the average auction customer.
- \* **Deluxe Detail:** All the features of a Value Detail plus more detailed paint-polishing
- \* **Ultra Detail:** Deluxe Detail plus a four-step paint polishing process that restores the finish of a vehicle to its maximum potential.

With this structure in place, the team tested each process (including tests of chemicals and safety equipment), drafted a procedures manual to explain in step-by-step detail how each process is to be performed, and gathered more than 70 Manheim reconditioning managers for hands-on training. Manheim DRIVE served as the testing ground, allowing reconditioning managers to try the new detailing services in an auction setting without disrupting activities at a functioning auction.

#### **The Result:**

As a result of the collaboration, planning and testing conducted at the Manheim DRIVE Center, Manheim's Clean Team detailing services are now offered at all Manheim locations, providing customers with a consistent level of top-quality service.

In addition to the three package options (Value, Deluxe, and Ultra), customers can also choose from an ala cart menu of services. While the majority of Clean Team detailing is performed prior to sale, many customers are also taking advantage of Clean Team work post-sale to ensure their vehicles are retail-ready. As a result of Clean Team's implementation, customer satisfaction and overall efficiencies significantly increased.