



Everyone who has been reading this series of articles by Tim Kelly will know by now the need to be working ‘on’ your business as well as ‘in’ it; the need for marketing and the art of using social media effectively; and the need to find your profit. But to be constantly reviewing and improving, we all need more knowledge.

BUSINESSSENSE

‘Taking the fight to the insurers’

The issue with the repair industry is that we are all playing a game. If you do not even know you are playing a game, you certainly will not know the rules of the game. The game we are playing is the insurers’ game, not ours. The amusing thing is that insurers have come so used to winning the game, they have become so complacent they don’t know the rules either.

Of the article’s I have written, this is the one I have been most looking forward to. The one where you can see a bit of my world, why I love doing what I do, and how understanding the fact that knowledge is massively empowering. I have bodyshops that I provide training too literally buzzing with excitement when they get a win.

What is a win? Retaining that customer, maximising your profit.

What exactly is the game? Insurance itself dates back centuries, the primary points of importance stem from the 1906 Marine Act and form the basis of every insurance contract. It was finally updated in 2015 with

important changes. You need to have a basic understanding of the Insurance Act 2015.

An “act” is an act of parliament which has created a law. I will wind it back a little bit, as it is important to understand how laws and government work, and their roles in protecting the population.

We elect a government to speak for us and protect us, we need “laws and acts” to govern our lives. In the specific area of the financial industry where insurance sits, we have the “Financial Service and Markets Act 2000” by which the industry has to abide.

Now we have this aspect of law, we need someone to regulate the market place. Through parliament a regulator is created, which in this case is the Financial Conduct Authority (FCA), and we also need a “dispute resolution provider”, which in this section is the Financial Ombudsman Service (FOS).

Both the FCA and FOS require regulations to refer to, to make sure consumers are protected. We also have consumer laws, which I will come to later.

All of these constitute “the rules of the game”. In the next issue of *bodyshop*, I will explain “what the rules are”. In the meantime, read about one of my favourites – “Unfair Terms and Conditions in Consumer Contract Regulations 1999”, now incorporated into the Consumer Rights Act 2015.

But what’s the relevance of all this to bodyshops? Well, are you losing customers to insurers because of increased excesses? Click the box below to find out how you can overcome this excess issue.



Click here
for excess advice.

If you have a question for
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Tim Kelly is founder of **www.motorclaimguru.co.uk** and an expert in insurance and assessing vehicles, a consumer advocate and bodyshop consultant whose goal is to change the industry and put repairers back in control of their profits.