



Selsia's end-to-end managed service includes 24-hour FNOL, repair deployments and every type of accident repair.

# SELSIA – LEADING THE FLEET REPAIR MARKET

**Now in its 15th year, Selsia Vehicle Accident Centres is an established and respected outsource brand in the fleet accident repair sector. With decades of combined experience in the refinish, insurance and engineering sectors of the UK accident repair industry, Selsia was founded by its directors Neil Marcus, Neville Lidford and Nev Dickson and they are still managing and shaping the company in an ever-changing market.**

**A**fter long careers marketing brands in the refinish industry and working closely with repairers on developing loyalty and work provision initiatives, Neil Marcus and Nev Dickson decided to make a go of it on their own. Initially they offered sales and marketing consultancy services to a small group of bodyshops with the objective of exposing repairers to new sources of work and managing their businesses with a structured marketing plan to develop business in the fleet sector. However, it became obvious that to offer a comprehensive service to national fleets, they needed many more repairers as well as experience in engineering, call handling and the insurance sector. Neil and Nev were introduced to Neville Lidford who had this background, which included running 24-hour call centres for several insurers and large fleets, and he joined Neil and Nev as the company's Engineering & Operations Director at the end of 2009 when Selsia was born.

Selsia (which is an acronym for SElect Skills In Accidents) directs millions of pounds worth of repair work each year to its network of 200 car, van and HGV bodyshops on behalf of some of the UK's leading fleet operators and work providers.

**In recent years, we have also established ourselves in the fleet and claims management space as an experienced, outsourced fleet MSO partner.**

The Selsia approved repairer network is positioned as a co-operative or soft-franchised concept, with each repairer retaining their own identity.

Since 2009, the network has been extensively umbrella marketed under the Selsia brand and has established itself firmly in the fleet sector through extensive sales, marketing, and networking activity.

"Looking back, I have to say, putting together a national network brand which is now well established in the industry, has been a major achievement for all of us at Selsia," said Neil Marcus. "With our professional repairer network and experienced operations and call handling teams, there is nothing we can't handle. There has been substantial consolidation in the industry in recent years, particularly amongst bodyshop groups and work providers and this has been good for the industry. A major outcome from this has been the strengthening of repair rates, something quality repairers have been owed for many years. There are substantial opportunities for independent bodyshops to enjoy the commercial benefits of being part of a national network solution like Selsia. Improving their businesses and our

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own results with a good mix of work from various sources is our aim."

Having established an approved, national bodyshop network, the objective was to position and market the collective operation directly to national fleet operators and eventually, as an outsource partner for fleet and claims management companies, whose operations would improve significantly when working with a managed national bodyshop network. "We always believed there to be a big opportunity in the fleet sector, particularly amongst relatively smaller fleets with a few hundred vehicles and we work with clients with varying needs across different industries," said Nev Dickson. "These include fleets who don't have a structured accident repair management solution because their fleets are either too small or fleet management is carried out by non-fleet professionals. Selsia also works with larger fleets who often have not received the bespoke service they would have expected from the larger accident management companies. In recent years, we have also established ourselves in the fleet and claims management space as an experienced, outsourced fleet MSO partner."

Selsia's main proposition to its fleet clients has always been to offer centrally managed accident repairs, reduce touchpoints, reduce hassle, pre-qualify repairers, reduce vehicle downtimes, and reduce accident administration and repair costs. The company also wanted to involve all stakeholders in the repair process supply chain via a cloud-based repair management platform and offer a central invoicing service to avoid their clients having to manage multiple repairer accounts across the UK.

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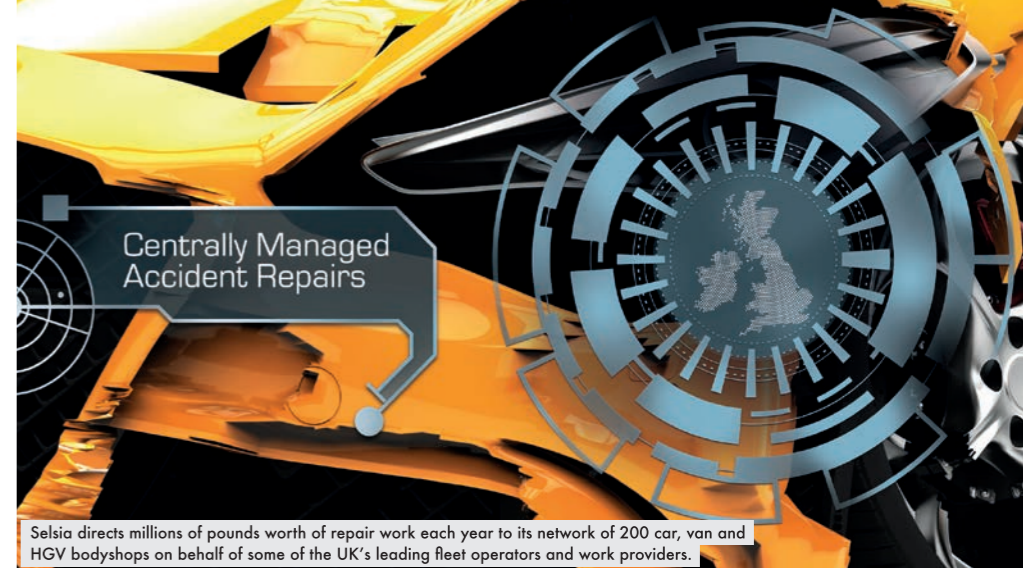
Selsia's business model involves the managing of outsourced partners; be they fixed site or mobile repairers, call handlers or recovery operators.

It was important for the company not to have to carry extensive overheads which would have to be passed on to its clients. This is why Selsia has never had to charge its clients for managing their accident repairs, a model its competitors have had to follow.

Selsia's award-winning repair management portal, Selsia Central, has been developed over the years by Neville Lidford and his software development team. The portal gives clients total control over the accident repair process. Clients can create their own new cases and an instruction, along with their pre-agreed SLA, which is then quickly transmitted to the closest approved Selsia repairer. This can also be carried out at Selsia's 24-hour call centre. Estimates and images can be viewed online and authorised immediately to reduce vehicle loss of use. Repairs can then be progress tracked with key milestone dates and live updates, right through to collection or delivery. As a CAPS connected system, clients receive real time updates on vehicle repair progress, which helps them to make informed decisions with regards to vehicle availability and off-hiring replacement vehicles.

All documentation, by vehicle and registration relating to the case can be viewed online at any time. For budgeting and control purposes, essential management information and key performance indicators can also be extracted from Selsia Central.

Selsia's end-to-end managed service includes 24-hour FNOL, incident reporting app, repair deployments, every type of accident repair, mobile repairs, windscreen and door mirror replacements. Selsia's extensive network of BS 10125 certified, vehicle manufacturer and insurance approved accident repair centres are amongst some of the most professional and fully equipped car, van HGV and specialist bodied vehicle repairers in the country. "We have a real mixture of repairers because we deal with fleets with all types of vehicles," said Neville Lidford. "We have a group of HGV and specialist bodied vehicle repairers who specialise in keeping our fleet clients' commercial vehicle fleets on the road earning money, particularly as some specialist bodied vehicles cannot be replaced by hired alternatives. We offer truck and trailer repairs, specialist bodied vehicle repairs, refinishing, refurbishment and re-branding



services, straightening and alignment services and recycled and green parts. There is no vehicle we can't repair."

So, what of the future? "It's important that companies can adapt and adjust their business strategies to changing markets, and the accident repair industry is no exception," said Neil. "Over the last 15 years, the Selsia team has shown great flexibility in our operations to meet the needs of a wide and diverse range of fleet clients from all types of industries, and we will continue to demonstrate this flexibility and high service levels with

our dedicated operational support team. We also work with a network of repairers who can repair vehicles with rapidly changing technology and powertrains. Capacity and staffing issues have been a major consideration in the past couple of years and this has influenced our network profile. Repairers might continue to operate independently, or some might be acquired by any of the independent groups. Either way, Selsia will continue its path to further establish itself as a respected and professional outsource partner in the accident repair industry."

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