

Overcoming the Hurdles of Change

Even small changes in your operation can seem daunting before you start, **ROBERT MAZZUCA** says.

WHEN I THINK ABOUT the biggest hurdles shop owners face, one stands out: making the leap from their established way of doing things—whether that’s paper inspections, relying heavily on phone communication, or simply working with older systems—to a more streamlined, modernized workflow. It’s not always a misconception, but a genuine hurdle. I understand why this adjustment is tough; if a shop has been running one way for years, even decades, the idea of changing that process can feel like a big leap. It’s natural to wonder if it’s worth the disruption, especially when, in the shop owner’s mind, the current system feels like it’s working just fine.

Here at Bolt On, a big part of what we aim to do is ease shop owners into this transition—not just from a sales or product standpoint, but also through a carefully thought-out journey designed to make that jump as manageable as possible. Our approach is not about pushing a shop into a new system and stepping back; it’s about walking with the shop owner, helping him or her understand why the change is necessary and, most importantly, beneficial. Change is never easy, but when we help shop owners see the “why” behind it, we find the process becomes a lot smoother. For instance, why should a shop focus on reducing phone time? Or why is it so valuable to bring in systems that will automate processes? These are the types of questions we answer from the outset, because understanding the long-term benefits is key to navigating the short-term challenges.

For most shop owners, the first 15 to 60 days can be the most challenging. It’s during this time that you’re adjusting to the learning curve, navigating new systems, and seeing how the updates impact daily operations. I tell them that the initial stretch may feel like a struggle, but once those first few weeks are behind them, things tend to settle into place. The shop starts to operate more like a well-oiled machine,

where the processes are not only efficient but also repeatable. It’s rewarding to see shops reach this point because, at that moment, they’ve successfully adopted a system that can handle volume and manage time better than before.

It might sound like an oxymoron, but our onboarding process is both cookie-cutter and customizable. By “cookie-cutter,” I mean that every shop is treated with the same respect and attentiveness, as if it were our first customer. Every customer deserves the same high level of service, and that’s something we don’t compromise on. But beyond that, we also know each shop has its own unique demographic, geographic setting, and customer base. No two shops are the same, and we’re careful not to approach them as if they are.



When we set up these initial calls, we don’t go in with a one-size-fits-all mindset. Instead, we look at each shop’s specific situation. I might have helped a similar shop make the same transition, but even if they look alike on paper, the customers they serve might be completely different. That’s why every onboarding conversation is tailored; we want to make sure the new system feels like it belongs in that specific shop environment.

The first 30 days are critical in getting shop owners fully comfortable with the new system. Whether a shop is transitioning from an entirely paper-based system or switching from another digital platform, this adjustment phase matters. During this time, we spend a significant amount of effort guiding shop owners through each step, fielding questions, and providing solutions to any challenges that might come up. It’s not uncommon for shop owners to experience a little hesitation at first, but we’re there to reinforce that the investment in time and training is worthwhile.

Our goal in everything we do, from the product setup to customer support, is to enhance the customer experience for the shop’s clients. When we help a shop streamline its processes, it ultimately benefits their customers. Shorter wait times, clearer communication, and efficient service all add up to a better customer experience. And that’s why, at the end of the day, I believe in what we’re doing at Bolt On. The transition might seem daunting, but for shops willing to take the leap, the payoff is substantial: a more efficient operation, happier customers, and, ultimately, a more profitable business.

← **Robert Mazzuca** has a range of work experience in the automotive and technology industries. Currently, he serves as the Director of Sales & Onboarding at Bolt On Technology.



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Bolt On equips shops with award-winning software tools aimed at improving marketing, workflow, customer communications, and business growth.

Personalized messaging is crucial for targeting the right customers. Analyzing customer data prioritizes high-value customers. Digital vehicle inspections help identify deferred work items.

Shop owners can benefit from focusing on retaining existing customers through cost-efficient strategies like car count management and targeted marketing.



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