

# Mignogna Collision: A Different Kind of Repair Shop

By Rose M. J. Henton

**M**ignogna Collision Center, located in Greensburg, PA, may look like the average body shop, but it's anything but. The business was founded in 1972 by Patsy Mignogna in a small, two-bay garage. More than 40 years later, it has grown to a 30,000 square foot facility with 30 bays, and 30 professionally-trained staff members.

"Over the last 8-10 years, business has really taken off," Mignogna said. "I wouldn't say we are at capacity, but we are extremely busy." Mignogna Collision had been averaging 1,200 service hours in a normal week; that has increased to more than 2,600 service hours weekly, more recently. The shop averages 200 to 225 vehicles serviced monthly.

Mignogna said the increased volume hasn't kept the shop from meeting its customer's delivery expectations, a point he says differentiates his shop from his competitors. "We have a strong dedication to our customers," said Mignogna. "It's important to do what others don't do—which is making on-time deliveries."



*Michelle & Patsy Mignogna*

While excellent customer service is the hallmark for Mignogna Collision Center, increasing the number of customers was a challenge. This prompted Mignogna to do something else the average shop owner might not do—get more involved in the community. Mignogna sits on several boards, sponsors local events, supports community causes and publicly thanks customers. "It is important for me to be involved in the community. The community supports me and I want to give back," said Mignogna. "Our customers are people we know—our friends and family—and we want them to get the best service."

Mignogna isn't just focused on service. He's also creative about meeting his number one business challenge—finding new employees. While Mignogna started the business right out of high school, he said many young people these days don't see themselves in the collision repair business. "We go into high schools and technical schools to help combat this," said Mignogna. Offering internships and on the job training



helps the company build its own next generation of collision repair experts. The business has two success

stories of young people that have been employed through the tech program. “One has been here a year and is now moving right up the ranks,” said Mignogna.

With business booming, this family-owned operation must be efficient to meet deadlines and ensure quality. Mignogna Collision has used technology as a key element to improve efficiency, particularly PartsTrader for ordering parts. However, since it came by way of a mandate from State Farm Insurance on vehicles insured by them, many at the shop were hesitant to change. “There was apprehension” said Mignogna. “No one likes change. My parts guys were the most concerned, especially when it came to specialty parts.”

Mignogna said that using PartsTrader has had a positive impact on his business. “My estimators and general manager say it’s a time saver, which is a big plus. They don’t have to be on the phone tracking down parts all day and they use the extra time to multi-task and complete other projects,” said Mignogna. In addition, Mignogna Collision Center now uses PartsTrader for every estimate, not just State Farm. Mignogna said the information gets sent off to PartsTrader and there is an answer within an hour. Another plus is being able to weed out bad vendors.

Mignogna said using PartsTrader is ultimately about speeding up the process, which helps build and maintain the business. “Speeding up the process while maintaining quality, saves me money and the insurance company money and gets the car back to the customer ASAP,” said Mignogna.



*Mignogna Collision – Greensburg, Pennsylvania*

Currently, Mignogna Collision Center is involved in a pilot project with PartsTrader. The project involves gathering information, tracking results and determining next steps on how to improve the PartsTrader experience and make it available to more companies. PartsTrader representatives are onsite often. “Our relationship with PartsTrader is very positive. I am really big on education and the latest and greatest ways to make a better job for my customer and better business in general, and PartsTrader is one of those ways,” said Mignogna.

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