

## FOR IMMEDIATE RELEASE

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## SETTING HIGHER STANDARDS IN THE CLAIMS INDUSTRY WITH PDA XPRESS

*Accurate Estimates Result in a Low Supplement Ratio,  
Reduced Cycle Time and a High NPS*

**FORT WORTH, Texas – Dec. 15, 2015** – One year after the launch of Property Damage Appraisers' (PDA) virtual estimating tool [PDA Xpress](#), the results are in and it's no surprise that they're impressive. Although nearly 50 percent of PDA Xpress estimates are completed in 45 minutes or less, the tool is performing so well that PDA has committed to reducing the promised cycle time from three hours to two-and-a-half hours.

"We're continuing to set the bar for the claims industry resulting in cycle time reduction, increased accuracy and improvement in satisfaction," said Tom Slimak, Chief Business Development Officer, PDA. "The fact that we're able to beat industry norms for cycle time is great. When estimates are completed accurately, this translates into better results across the board. We anticipate that the headway we're making will lead customers to expect top-notch service from all facets of their experience."

### **Low Supplement Ratio: 9 Percent**

In the insurance industry, a low supplement ratio is the result of accurate, quality estimates and expert appraisers. On a granular level, it's an indicator of the percentage of estimates that require an additional review because the original estimate was not accurate or complete. PDA Xpress' supplement ratio is extremely low at 9 percent. This means that the majority of PDA estimates were completed without error, saving companies time and money.

### **High Net Promoter Score: 94 Percent**

To top that off, PDA earned high marks on the Net Promoter Score® (NPS). NPS asks how likely a customer would be to recommend a company to a peer. PDA Xpress customers' NPS is 94 percent. Extensive research has shown that an NPS acts as a leading indicator of growth.

### **One Source for the Entire Claims Process**

PDA Xpress is a Web-based tool instead of a downloadable app that would only be used occasionally, so it doesn't take up valuable space on a customer's phone. When photos aren't sufficient to complete an estimate, or a supplement requires a field visit during the claims process, companies with virtual estimating tools that aren't backed by a national network of appraisers have to turn the claim back over to the insurance company or adjuster to complete the process. With PDA, there is one source from the beginning of the process to the final estimate. With a network of more than 650 appraisers throughout the country PDA is the only provider that can handle claims all the way through to completion. Not to mention, PDA is the

only service provider capable of estimating heavy equipment across the U.S. using certified heavy equipment franchisees.

To learn more about PDA and PDA *Xpress*, visit [www.pdacorporation.com/pdaversus.php](http://www.pdacorporation.com/pdaversus.php).

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**About PDA, Inc.**

PDA's highly-skilled national network of appraisers performs auto, heavy equipment, marine, motorcycle, property and recreational vehicle damage estimates, and lease turn-in inspections. Each year PDA and its franchise network of over 650 professional appraisers serve over 2,500 clients and complete over 400,000 estimates and inspections. As a leader in the estimating industry for more than 50 years, PDA's turnkey solution includes PDA *Xpress*, a Web-based photo damage estimate tool and PDA Claims Management solutions. For more information, follow PDA on [LinkedIn](#) or visit <http://www.pdacorporation.com>.