



[Auto Physical Damage](#)

# Serving the Customer and the Community Builds Trust in Randy's Body Shop

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4 MIN READ

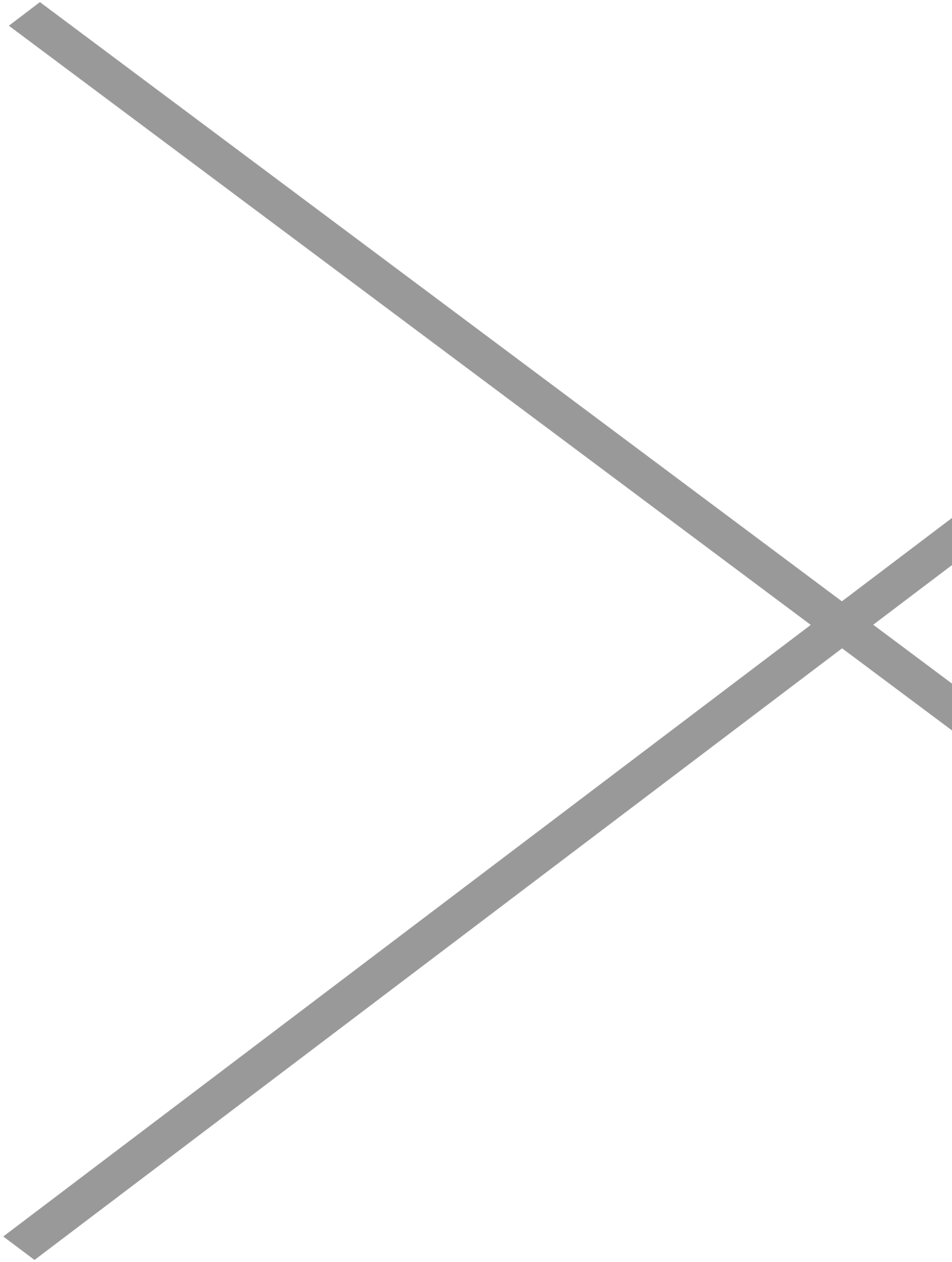
[Mitchell International](#)

Collision repair is in their DNA. Growing up, Kyle and Brad Wiersma spent summers at their parent's business, Randy's Body Shop. Once they were old enough, they became part-time employees. From head painter to collision estimator, the brothers have since performed nearly every job at the Paducah, Kentucky facility. Decades of hands-on experience meant that when it was time, they were more than ready to take over the business 13 years ago. Ever since, Kyle and Brad have maintained their focus on service, training and giving back to the community—just as their parents did when they opened Randy's in 1982.

"From the materials to the technology to the electronics—from bumper to bumper—there's nothing the same on a vehicle today as ten years ago." —Kyle Wiersma

Kyle Wiersma, now vice president of the business, has seen the evolution of vehicles firsthand. "From the materials to the technology to the electronics—from bumper to bumper—there's nothing the same on a vehicle today as ten years ago," he said. Keeping up with [technology advancements](#) and [vehicle construction](#) is why the Wiersma brothers have dedicated time and resources to obtaining manufacturer collision repair certifications. "These certifications show that we have undergone training specifically to repair the modern versions of these makes and models and that we know how to make sure all of that technology performs as it's supposed to after a repair," Kyle said.

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*Brothers Kyle and Brad Wiersma outside of Randy's Body Shop.*

## **Doing It Right the First Time**

There are more GM cars and trucks on the roads of Paducah and the surrounding area than any other automobile manufacturer, Kyle points out. By joining the [GM Collision Repair Network](#), Randy's technicians have access to the most up-to-date information and resources to perform proper, safe repairs on all GM makes and models.

Kyle has found the program particularly useful in two specific areas: GM sectioning procedures and non-reusable parts. “We save time by knowing exactly where the procedures want us to section a quarter panel before we make the cut,” he said. “It's also helpful to understand upfront when we can't reuse parts like clips, fasteners or other hardware. We're no longer installing non-reusable parts, then having to go back in and replace all of those pieces. It definitely has changed that whole aspect of the repair.”

“The easier you can make it on technicians, the more willing they are to put in the time. And Mitchell's Integrated Repair Procedures have made the repair process so much easier.” —Kyle Wiersma

## **Simplifying the Repair Workflow**

Researching repair procedures can be complicated and time intensive, but it doesn't have to be. That's why Kyle appreciates how Mitchell streamlines the repair process by displaying relevant [OEM repair procedures](#) from within [Mitchell Cloud Estimating](#) during the creation of estimates and repair plans. “The easier you can make it on technicians, the more willing they are to put in the time. And [Mitchell's Integrated Repair Procedures](#) have made the process so much easier. It gives me peace of mind knowing that they have the tools for proper and safe repairs.”

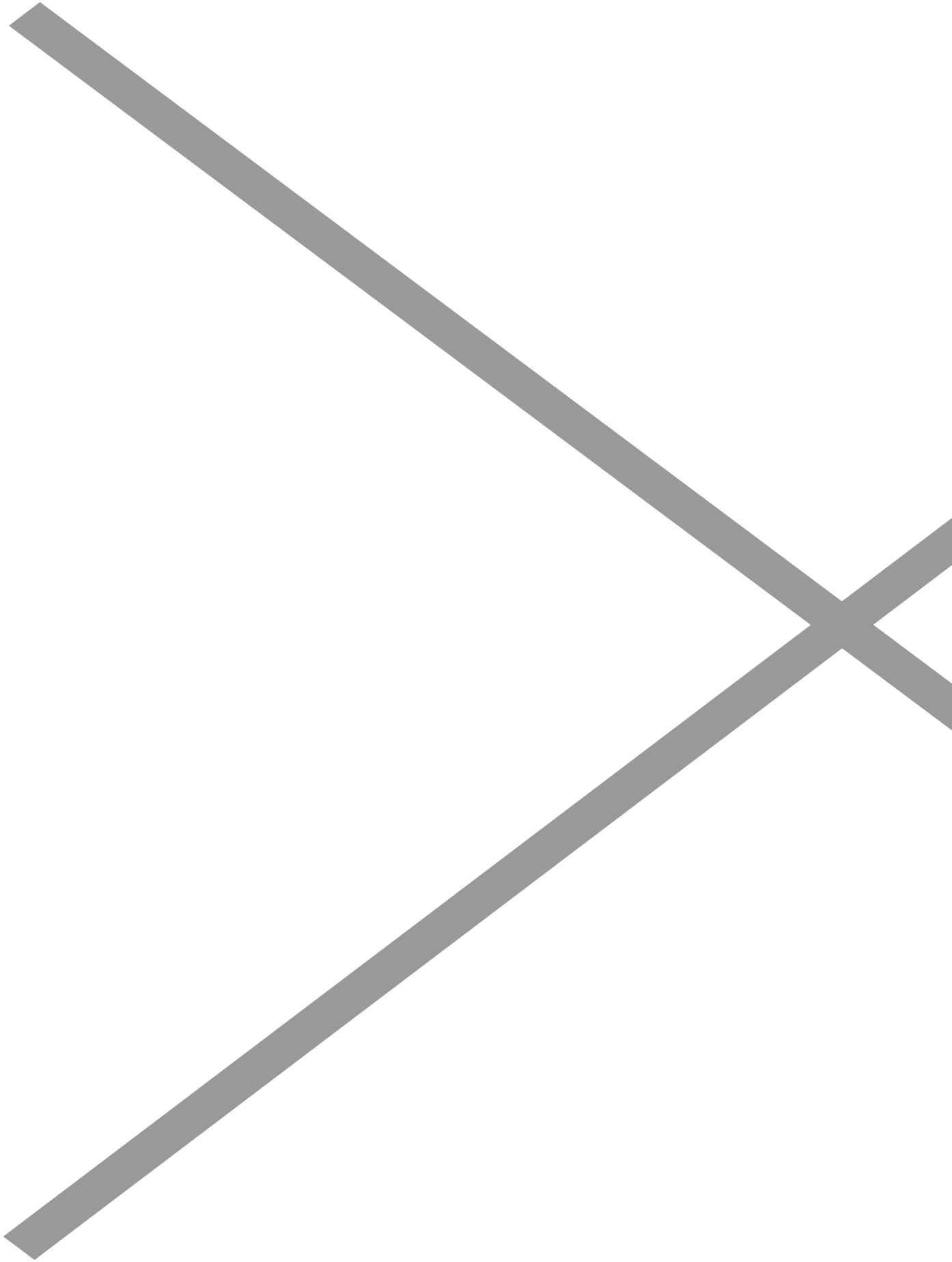
Estimators at Randy's Body Shop also save time writing estimates offsite when they use Mitchell Cloud Estimating. “The biggest advantage is the fact that we can take it anywhere, use it on any device with Internet access and write an estimate remotely,” said Kyle.

## **Pivoting During the Pandemic**

The collision repair industry isn't exempt from the impacts of the pandemic. In fact, many shop owners have adapted to new ways of doing business that better [support their customers](#). During the shelter-in-place mandate, Randy's exhibited its resilience by adding a pickup and drop-off service and promoting its easy-to-use photo-based estimating app to limit in-person interactions.

Now that the front office is back open for business, the shop has gotten creative in its efforts to protect workers and customers. After all, who needs boring Plexiglas when the perfect partition is sitting on your shop floor waiting to be repurposed?

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*Customized partition courtesy of a damaged Cadillac ATS.*

## **Making a Difference in More Ways Than One**

For the Wiersma family, giving back to the community is just as important as quality collision repair. Each year, Randy's works with the Special Olympics at [Kentucky's Big Brown Truck Pull](#) to raise funds that provide year-round physical fitness opportunities for individuals with special needs. In addition, as a member of the [National Auto Body Council's Recycled Rides](#) program, the shop donates time to restore vehicles for those in need.

The facility also serves its community [with clinics to educate young drivers](#), offers the town's only certified infant car seat installation for new parents, and partners with West Kentucky Community & Technical College and I-CAR to equip future technicians with the knowledge to understand modern automobiles.

## **Planning for the Future**

The Wiersma family hopes to continue helping customers and their community for many years to come. While the facility is OEM certified for most makes and models, completing the training for additional certifications is still a top priority at Randy's. In the meantime, they remain committed to restoring all vehicles to the same standards held by the manufacturer by using OEM-certified parts.

Do you have a story about proper and safe repairs as part of the GM Collision Repair Network? Share your story with us at [OENetworkTeam@mitchell.com](mailto:OENetworkTeam@mitchell.com).



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