

## CASE STUDY: DENT WIZARD

# Mobile Training & Communications for a Distributed Workforce



### CLIENT OVERVIEW

Dent Wizard is a leading provider of automotive reconditioning services, delivering paintless dent repair, bumper and wheel repair, and more. With technicians and staff working across multiple locations, Dent Wizard needed a modern, mobile-first way to support employee training and internal communications at scale.

### THE CHALLENGE

Dent Wizard's workforce is highly distributed and largely mobile. Traditional training methods, such as full-day, in-person operations training, were time-consuming, difficult to scale, and disruptive to daily operations. Important updates, training reminders, and resources were also being shared across multiple channels, making it harder for employees to consistently access what they needed, when they needed it.

**The organization needed a centralized, easy-to-use solution that could:**

- Streamline employee training and onboarding
- Reduce time spent in live, in-person training sessions
- Deliver timely reminders and updates to staff
- Ensure training materials are accessible from any device

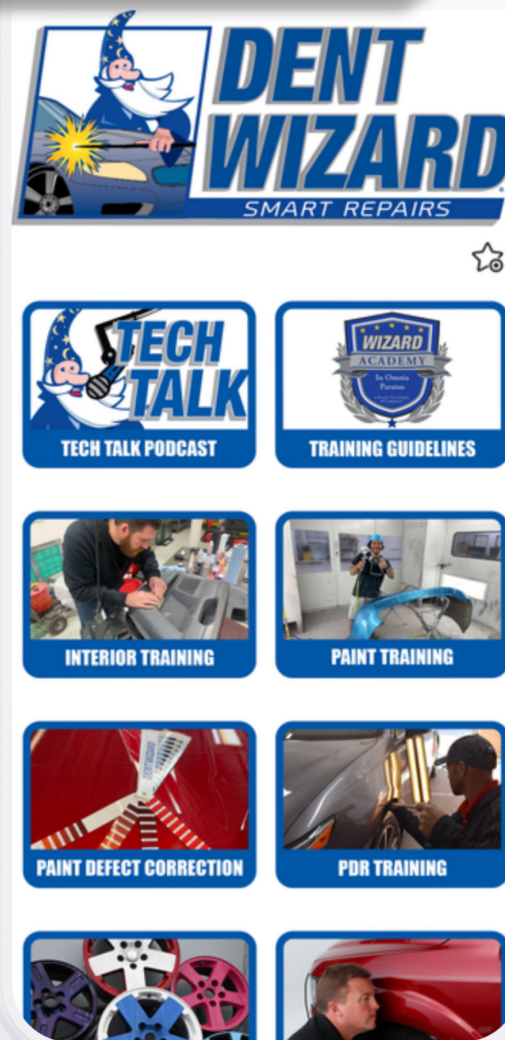
### THE SOLUTION

Dent Wizard partnered with Engage by Cell to deploy a mobile web app and text messaging platform designed specifically for employee training and internal communications.

Using Engage by Cell's no-code mobile web app, Dent Wizard created a centralized hub for training and operational resources. Employees can quickly access videos, reference materials, and key updates directly from their phones, with no app download required.

Click the link to view the Dent Wizard Training Portal Mobile App for further information and resources.

<https://bycell.co/mobi>



If finished with Impact Training (1yr after Certification) Text "GROUPS" To Manage Text Groups instead of leaving the Portal.

**To complement the mobile web app, Dent Wizard also uses text messaging to send:**

- Internal training reminders
- Operational updates
- Links to training resources and videos
- This mobile-first approach ensures employees receive critical information in real time and can immediately take action.

**RESULTS & IMPACT**

By shifting training and communications to mobile, Dent Wizard dramatically simplified how employees access information and reduced the burden on operations teams.

**Key outcomes include:**

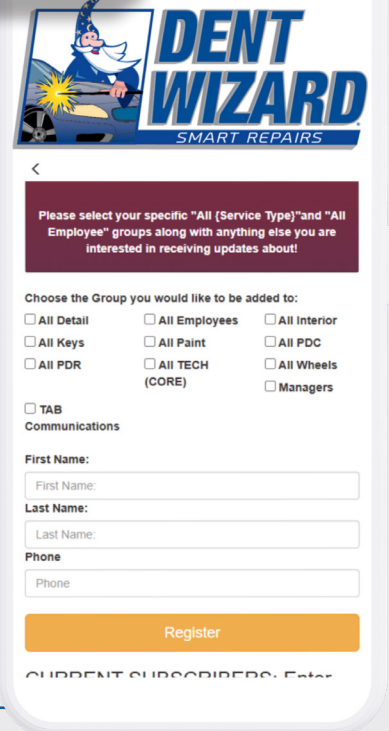
- Significant reduction in training time, replacing full-day operations training with on-demand mobile content
- Improved consistency in training delivery across locations
- Faster access to resources, enabling employees to learn and refresh skills when needed
- More effective internal communication through targeted, timely text messaging

**WHY IT WORKS**

Dent Wizard's use of Engage by Cell demonstrates how mobile web apps and texting can transform employee training for deskless and distributed teams. By meeting employees where they already are — their phones — Dent Wizard has created a scalable, efficient, and user-friendly training experience that supports both operational efficiency and workforce engagement.

*"We went from a 10-hour operations training day to one button on a phone — with videos, recall, and everything employees need at their fingertips."*

— **Derek Reed**, National Technical Training Manager, Dent Wizard



MONTHLY REMINDER: Date / initial your fire extinguishers, eye wash stations, etc! Safety checklist:  
<https://bycell.co/login>

*By shifting training and communications to mobile, Dent Wizard dramatically simplified how employees access information and reduced the burden on operations teams.*

