



Remote Support
with
**Augmented
Reality** for
Dealership
Technician

CASE STUDY.

Our customers are the dealer technicians and technical support team who are associated with one of the largest car manufacturers in the USA. Due to pandemic-induced travel restrictions, dealer technicians found it difficult to handle complex repairs without physical support from the manufacturer's technical support team. Tech Mahindra came up with an augmented reality (AR) based platform to connect dealer technicians and technical support teams virtually, which improved the repair time and quality of the fix

CLIENT BACKGROUND AND BUSINESS CHALLENGE

The client is the second largest multinational automotive manufacturer in the United States, specializing in automobiles, commercial vehicles, and luxury cars. They needed a global deployment partner for augmented reality (AR) remote to assist solutions for dealerships across NA, Europe, AP, and China.

- Travel restrictions for OEM SMEs made it difficult to provide in-person assistance to dealer technicians for repair/maintenance during the pandemic
- Automotive manufacturer wanted improved process efficiency to reduce service costs and support with the ability to scale up and assist global dealerships from centralized OEM support teams
- Increasing product complexity means dealer technicians have to be trained continuously to upskill
- Lack of internal technology expertise for deployment and support

OUR SOLUTION AND APPROACH

Tech Mahindra helped the customer enable remote diagnosis/troubleshooting of service requests for the dealerships. In the current COVID-19 context, over 300 global SMEs are to provide remote diagnostic support instead of traveling to dealerships for assistance, with at least 30% uptake of demand from global dealers (i.e., ~3500-4000 to come on board).

- Our strength in AR solution and aftermarket domain, coupled with our proven partnerships, enabled us to support global expansion and faster time to market
- Tailored execution approach and support model, aligned with customer's objectives
- We provided end to end program management, delivering AR smart glasses and software, software installation and configuration, dealer training, and 24X7 ongoing end-user support

BUSINESS & COMMUNITY IMPACT

- Increased productivity by 15%
- On-time delivery up to 10 pts
- Customer Satisfaction Index increased by 20%
- Remote issue resolution up by 50%



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