

Augmented reality headset solution improves **service times and efficiency** for an automobile major



TECH
mahindra

Standout Case Study

2023

Manufacturing

Global



Opportunity

Ford, an automobile manufacturer, was looking for a way to speed up their repair service through their service network.

The client maintains a large service network that includes dealerships and partners. Technicians in the network often run into a situation where they need to consult with an expert at Ford. In extreme situations, the expert has to travel to consult on-site leading to delays, and significant costs, and implications for customer satisfaction.

For this, they partnered with Tech Mahindra, a provider with whom they had a long history of working together in other parts of the business.

Imagining IT Differently

The solution co-created by Tech Mahindra and Ford used augmented reality for technicians to obtain remote assistance:

- A wearable headset allows Ford experts to see what workers in the field are looking at.
- The headset uses augmented reality features, to displaying notes or diagrams to the workers.
- Tech Mahindra also helped to develop the business side of the solution, managing things like onboarding, ordering and delivery.

Ford reported this solution significantly exceeded their expectations across all metrics.

Future Made Possible

The remote assistance solution has been rolled out to more than 4,600 dealers and delivered significant benefits:

- Successfully reduced time-to-resolution, while boosting service KPIs and customer satisfaction.
- Created new training opportunities for field service technicians; headsets can help them prepare for rollout of new products and tech.
- Lower carbon footprint by cutting down travel.

According to ISG this case study is an example of a provider's strong role in co-creating a user-friendly, technically feasible solution at scale.

