



World Class After-Sales Support with xAssist

for improved quality and faster service



Initial Situation

BMW of North America and MINI dealers have an excellent track record of servicing customers in the best possible way. Service quality is a very important aspect of BMW's strategy and the customer churn rate depends especially on the experiences made at service points. Customers expect competent and fast service even for the most complex repair cases.



All 347 US BMW Dealers



Automotive Industry



Productive Use



2019 Solution Deployment

Challenge

The nearly 400 independent North American BMW and MINI dealerships are spread all over the US, which makes it challenging to get specialist knowledge anytime anywhere. Despite being very well trained, service technicians, in difficult repair situations may require additional help and need to pause their current task until they receive support. This puts a significant burden on the technical support engineers, who need to travel to the individual dealerships to provide the necessary assistance. In these cases, customers are left without their car and may require dealers to provide a replacement vehicle. At the same time the technical support engineers waste lots of time on the road, that could be used in helping their colleagues with their expertise.

TeamViewer Solution

Taking knowledge sharing to the next level BMW deployed TeamViewer xAssist for enhanced hands-free collaboration. Using what BMW calls "TSARA Vision" all 347 US dealers have access to bi-directional video calls to immediately connect with experts in 1-on-1 or group calls.

During these calls, experts can share (technical) documents, guide with live annotations, snap pictures, record videos or highlight elements using augmented reality. The visual insights are equally insightful for the expert as the graphical guidance is for the technician. And all the information is automatically documented on-the-job for later reference in the call log. The system was announced at BMW NA's National After-Sales conference in Las Vegas and rolled out afterward in less than 3 months.

Results

This is a good example of how after-sales heavy enterprises, like BMW, gain a significant competitive advantage by utilizing augmented reality. With the right knowledge at the technician's fingertips, even difficult repairs are completed quickly without flaws.

This not only increases customer satisfaction but is also very satisfying to the technician, who regularly receives on-the-job training by the best experts. For the dealerships, this will result in additional business and the capability to deliver a well-prepared and highly efficient service.

” This is a great example of how we are applying new technologies to help our technicians work more efficiently and further our commitment to offer the best possible service experience for BMW customers. By solving issues faster, BMW dealers can get customers back into their cars sooner.”

**Claus Eberhart, VP Aftersales,
BMW of North America**

Project Partner:



Exceed Expectations

- ✔ Convince customers with fast case resolution and no compromises on quality
- ✔ Consistently deliver on the promise of first-time-right repairs
- ✔ Offer service levels and quality competition can't keep up with

Attract and Retain Talent

- ✔ Improve verbal communication between technicians and manufacturers, reducing cumbersome written communication
- ✔ Help technicians to take on difficult repairs and still deliver flawless quality
- ✔ Experts now virtually help many colleagues while enjoying a better work-life balance

Take on More Business

- ✔ Significantly increase throughput with reduced maintenance duration
- ✔ Improve equipment and yard utilization by completing tasks in one go
- ✔ Discover and document best practices on-the-job, instead of investing in expensive abstract specialty training

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

Contact

www.teamviewer.com/support

TeamViewer Germany GmbH
Bahnhofsplatz 2
73033 Göppingen
Germany

☎ +49 (0) 7161 60692 50

TeamViewer US Inc.
5741 Rio Vista Dr
Clearwater, FL 33760
USA

☎ 1 800 638 0253 (Toll-Free)

Stay Connected



www.teamviewer.com