



## AUTOMOTIVE CASE STUDY



With up to 200 cars per day being handled by larger car dealerships for servicing and repairs, vehicle management and customer service has always been a difficult balancing act.



### THE CHALLENGE

Traditionally, personnel would have to be deployed outside the dealership with a clipboard in all weathers to manually log vehicles in and out. Such a time intensive process often resulted in delays and reduced levels of customer service at peak times with customers often having to wait to be booked in.

### THE SPECIFICATION

As the largest provider of security in car dealerships, we were approached to create a bespoke and unique system to eradicate issues resulting from the traditional Meet and Greet customer service systems.

Using a vehicle recognition system (ANPR), we worked closing with the clients' IT department to develop the perfect solution. We were determined to deliver the best possible outcome for our client and spent 6 months investigating and developing the final solution, with many manufacturers' systems researched in order to find the best fit.

The information captured from the ANPR cameras needed to be in a format which integrated seamlessly with the clients' systems to ensure that when the number plate is read it links to the customer database, resulting in the service person being provided by the name of the customer and having the opportunity to greet them personally – no more waiting in the rain with a clipboard.

### THE OUTCOME

With the first installation completed in Tamworth in 2016, the implementation of this bespoke system has significantly enhanced customer service levels, increased efficiency and productivity.

As the customer drives into the dealership, the number plate is read by the cameras and a screen in the bay shows a personal welcome message whilst logging arrival time and notifying staff immediately with all the customer details loaded from the database by the time the customer walks up to the service desk.

A further benefit is that pool cars are also logged in and out of the depot, providing a comprehensive fleet management solution.

Since the initial installation, 4 further sites have been rolled out across various Audi and BMW dealerships and with an approximate £6,000 investment per lane, the possibility to drive up customer service at an affordable price has never been easier.

### USING A VEHICLE RECOGNITION SYSTEM (ANPR).

# 95%

Read / capture rate, the client can rely on our technology to deliver the highest levels of customer service and satisfaction.

