

## **Telematics Trendline**

Following the Growth of Automotive Telematics

By Derek Kaufman, C3 Network, Inc.

*Telematics Trendline* is a series of monthly articles by Derek Kaufman, C3 Network, Inc., designed to inform AAIA members about the trends in telematics applications for both the retail automotive and commercial trucking industries. For the full June article, or for more of the series, visit [www.aftermarket.org/Publications/Telematics-Trendline.aspx](http://www.aftermarket.org/Publications/Telematics-Trendline.aspx).

This month:

- **Parts Team**
- **Corner Warranty**
- **SRT Shark**
- **Digital Receptionist**
- **Please Read This**

Last month the Trendline offered ideas on finding the App builders of the future – those folks who will create new products and services to keep the independent shop solidly competitive with the OEMs.

This month we talk about some Apps that will enable that competitive position.

### **Parts Team**

Parts Team is a data aggregator that is building “digital teams” of automotive service shops, WD’s and automotive retailers that pool their parts inventory and usage data to build local and national data bases. Parts Team then generates “part signatures” that describe the frequency of purchase, the likely life expectancy and recommended inventories for independent shops based on the number of vehicles using a given part in a certain GPS location. Parts Team CEO Eric Landon says that service levels can increase significantly while overall parts inventory is reduced for all members of the team by using the parts purchasing recommendation algorithms offered on the Parts Team site. He also noted that the parts signature feature will build a stronger connection between independent shops and OEM vehicle designers as data generates life cycle information. The Parts Team is forming OEM relationships that will feed that data directly to engineering groups within each OEM.



## Corner Warranty

Corner Warranty is another service of The Parts Team. It is not running yet... but it will be soon. CW uses the actuarial data generated by the parts signature program to build warranty programs on a part-by part-basis. After an independent shop installs a water pump on a 2007 Chevy Malibu, for example, the Corner Warranty group will review running histories of hundreds or thousands of water pump repairs on Chevy Malibus and be able to predict the expected life of the repair. They can even parse that data by location, climate, shop quality and shop CSI rating. That data can then be used to project the warranty cost for that water pump repair. Their goal is to lower warranty costs and improve the simplicity and coverage of service repair warranty across the country.



## SRT Shark



SRT Shark is taking Standard Repair Times to a whole new level.

SRT Shark is a new automotive service app that combines service training technology with digitized repair manuals to help independent shops lower average repair times and increase Fixed First Time accuracy. Using a crowd sourcing approach, the folks at SRT Shark are gathering repair tips on specific parts and vehicles from around the world. They are then combining that information with their own digitized service manuals to guide technicians to short cuts that can save time and increase repair quality. Repair tips collection works much the way Wikipedia works – tips are continuously gathered and challenged by technicians on the SRT Shark site. Information gathered on a specific part or service technique is monitored to recognize a “normalization point” which suggests the information is accurate and effective. That tip is then added to the SRT Shark library. The most exciting thing about their work is their use of augmented reality to explode service manuals into 3D tours in which technicians wearing near-eye cameras are guided step by step on the best practice method on a given repair. A very cool approach to competing with the best of the OEM dealerships!

## Digital Receptionist

Digital Receptionist provides trained technicians who schedule service for independent shops. DR uses a digital tracking program that knows what kinds of repairs are underway at any given moment (and their typical standard repair times). It uses that information to generate a technician availability prediction telling the receptionist when to schedule a car owner’s appointment.



The key to the effectiveness of this application is that one team of technicians can handle many independent shops in a given area. The value proposition is that the receptionists are both technically competent and backed by real-time information on the flow through each shop. The result is more accurate customer scheduling and higher CSI.

### **Please Read This**

You may have noticed that none of the applications or companies listed above has the website tags we normally list in each Trendline edition. **That is because none of them are real.** Any coincidence with real companies is unintended. We just thought we would get you thinking about the potential of future applications to keep independent shops in business.

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