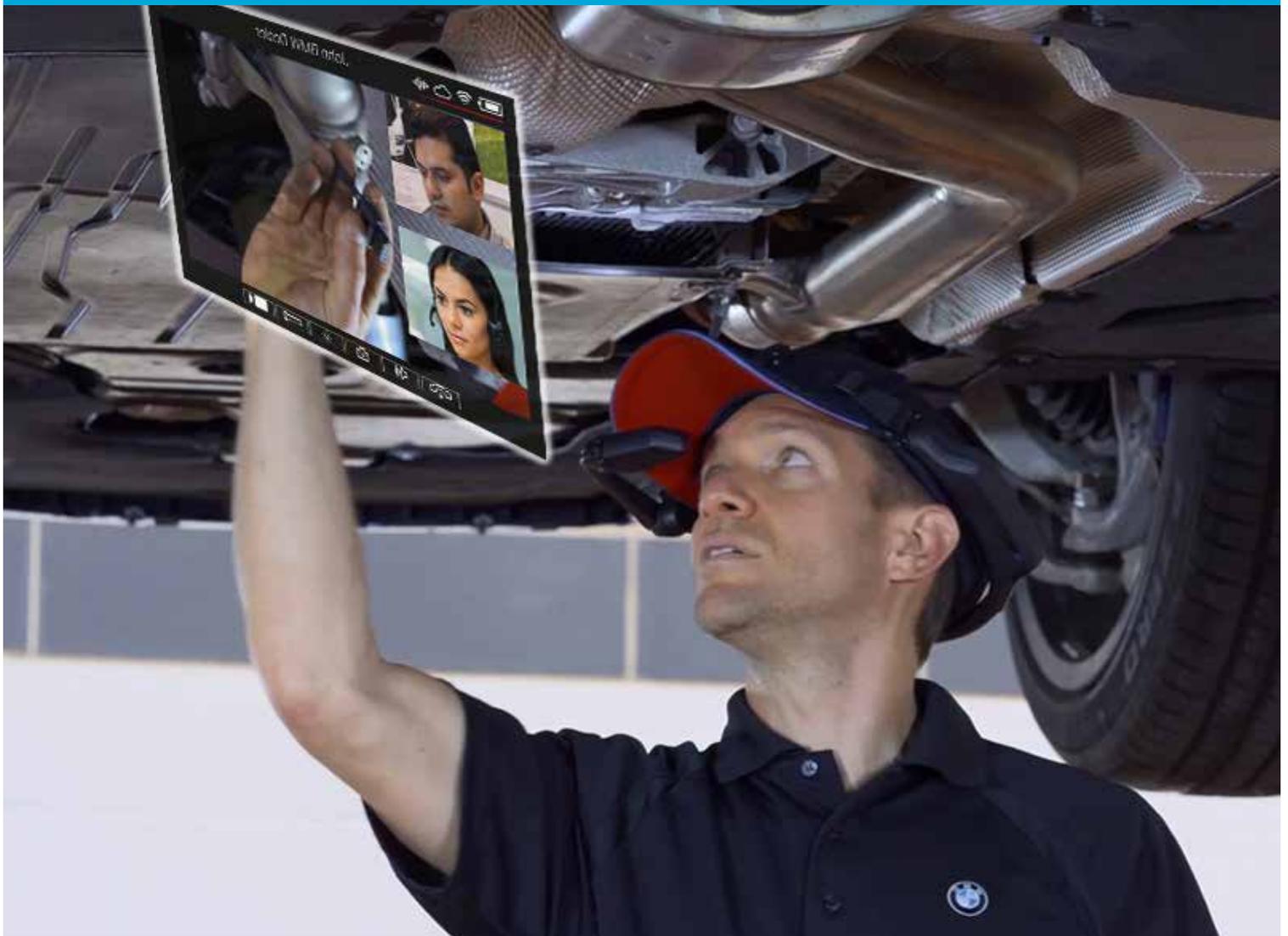


BMW's After-Sales Auto Service Boosts Customer Satisfaction with RealWear



BMW deployed RealWear — running **Ubimax Frontline** augmented reality — to 347 BMW Centers and selected MINI Dealers to reduce vehicle service times.



BMW is globally recognized for its line of luxury vehicles and motorcycles. BMW is also behind popular brands including Mini, Rolls-Royce and BMW Motorrad.

The Challenge

Increasingly advanced vehicle technology forced after-sales BMW service facilities to increase maintenance times – risking customer dissatisfaction.



The Solution

BMW deployed RealWear, running Ubimax Frontline augmented reality, to 347 BMW Centers and selected MINI Dealers to reduce vehicle maintenance times.

The Results

- Boosted customer satisfaction by completing vehicle services more quickly
- Increased access to BMW's technical experts with remote collaboration
- Streamlined the diagnosis process with live video feeds and collaboration
- Reduced BMW technical experts' travels for onsite mentoring
- Improved workshop efficiency and safety with hands-free controls

Hands-Free Use Case

- After-Sales Vehicle Service

BMW is known for producing luxury automobiles and motorcycles. These high-end vehicles are engineered with precision and tasteful design using the latest in automotive technology. However, the “ultimate driving machine” still requires maintenance and service to ensure a thrilling and reliable driving experience.

Unfortunately, the increasingly complex and advanced technology used in BMW vehicles require more time and expertise to diagnose, repair and maintain — despite a network of expert BMW technical support engineers.

A single issue in one car can create a long chain of emails and multiple phone calls between an onsite technician and a BMW engineer to diagnose. This lengthens service times, which directly conflicts with BMWs goal of delivering top-notch customer service at every touchpoint.

BMW needed a more efficient way to connect local technicians to expert help to get vehicles serviced and back to drivers as quickly as possible.



RealWear and Ubimax Paves a Better Way

BMW turned to RealWear HMT-1 wearable devices running Ubimax Frontline augmented reality technology to power its technician-engineer collaboration process.

The RealWear HMT-1 hands-free controls are uniquely suited for the environment of auto service garages.

Using voice commands, technicians can access and view technical documents on a high-resolution micro-display or remotely connect with BMW engineers — without taking their hands off of their other tools. The HMT-1's camera enables offsite engineers to see exactly what's in front of the local technician and can collaborate in diagnosing the issue in real time.



Ubimax Frontline's seamless integration with the HMT-1 headset adds another layer to the collaborative process. With Ubimax's xInspect and xAssist, remote BMW engineers can markup live video feeds or image stills, which can be seen on the RealWear headset's micro-display. This allows technicians to focus on specific components.

"This is a great example of how we are applying new technologies to help our technicians work more efficiently," says Claus Eberhart, VP Aftersales at BMW of North America.



Technicians agree and have enthusiastically embraced the RealWear deployment.

"In one session, we were able to eliminate a lot of back and forth emails and phone calls."

"It's very easy to connect with BMW through the glasses and it saves time," says Henry Gelb, Shop Foreman at Nick Alexander Imports. "In one session, we were able to eliminate a lot of back and forth emails and phone calls. Any time a car can be fixed faster, it promotes efficiency and productivity."

Driving Collaboration Leads to Customer Satisfaction



BMW deployed RealWear and Ubimax to all 347 BMW centers and selected Mini dealerships. With technicians able to get the right expertise at the right time, even difficult issues are resolved more quickly. Some repairs are being completed up to 75% faster.

Vehicle repairs at BMW dealers are being completed **75% faster** with RealWear HMT-1.

“This furthers our commitment to offering the best possible service experience for BMW customers. By solving issues faster, BMW dealers can get customers back into their cars sooner.”

Beyond reducing service times, technicians are also appreciating easier access to on-the-job training by BMW engineers.

“Having a valuable tool like this in your arsenal when dealing with difficult-to-diagnose cars will be well worth it,” says Gelb.

While technicians are able to streamline their collaborative process and improve their skills and knowledge, the real winners are ultimately BMW customers.

“This furthers our commitment to offering the best possible service experience for BMW customers,” says Eberhart. “By solving issues faster, BMW dealers can get customers back into their cars sooner.”

Solution Highlight

Ubimax’s assisted reality on RealWear enables technicians to better diagnose and repair complex mechanical issues.

Learn more about Ubimax at RealWear.com.

