


hmt-1


The Challenge: Keep Lexus Customers Happy During Lengthy Car Repairs.

Challenge

Car repairs are at times complex requiring additional support from experts; technicians must engage customers throughout the process in order to maintain a high standard of service.

Solution

Using the HMT-1 device, Lexus introduces remote collaboration capability wherein service technician can receive specialized knowledge from an expert and bring the customer into the process with shared digital video or live video conferencing.

Results

Lexus with RealWear HMT-1 and remote mentor solutions was able to eliminate the need to call in a technical expert which has reduced travel costs, but more importantly, expedited the time taken to resolve issues for the customer.

Lexus prides itself on omotenashi; the Japanese concept of hospitality. This extends to the Lexus repair centers, where customers are kept up to date every step of the way with the work being done on their cars. With cars being half computer these days, this can create interesting challenges.

Currently, the customer stands in the work area with the service employee while they discuss the issues, which brings security risks and health and safety concerns as automotive workshops can be dirty, fast-paced, and dangerous environments. The customer and engineer are communicating face-to-face across a car engine, in a noisy environment where important words and details could be missed. Alternatively, the customer may have to book several follow up appointments, causing inconvenience for the customer and cost to Lexus.

For difficult or security-related problems, a technical expert from the European Lexus headquarters may sometimes have to come on site to assess the issue. This involves travel costs, and takes more time, meaning that the customer is left waiting.





Introducing remote repair service



A Lexus service technician equipped with a RealWear HMT-1.



Lexus service technician uses RealWear HMT-1 AR headset to improve customer satisfaction.



Customer receives point of view video directly from the service technician. This is beneficial as it enables them to stay in the loop as repairs are completed.

Lexus Drives Customer Satisfaction with RealWear HMT-1

With the goal of increased customer satisfaction, the RealWear HMT-1 head-mounted device was used in a pilot at Lexus Osnabrück. The HMT-1s was chosen because it was shockproof and can work with existing safety equipment including those that wear glasses or protective glasses. The high-resolution HMT-1 camera records what the user sees, which can be transferred to the waiting customer, or the technical expert who needs to have input on the ongoing task.

The HMT-1 is voice controlled, enabling a fully hands-free experience. This 'hands-free' experience is vital for engineers and mechanics who need to have both hands in a car engine while describing what they are doing or listening to step-by-step instructions from the expert at HQ. The option to contact the specialists at HQ without requiring any travel to the site is a particularly valuable asset of the HMT-1 head-mounted tablet computer. "We want to bring digitization more to the aftersales and to our Lexus partners - on the one hand to make their work easier, on the other to further improve the satisfaction of our customers," said Jens Brech, Director Aftersales, Toyota Deutschland GmbH.



Lexus technician records video which can be transferred to the customer or a specialist.

The Result: Reduced Travel Costs, Less Waiting, and Better Customer Relations

Eliminating the need to call in a technical expert has reduced travel costs, but more importantly, expedited the time taken to resolve issues for the customer. Customers no longer have to return to the repair center repeatedly during complex repairs, as they can liaise with the engineer wherever they are so long as they have internet access, even using a cell phone or tablet.

Jens Brech noted how the HMT-1 allowed direct communication with external parties. Speaking of on-site technical experts Brech said, "...Users can now connect with the developer in our head office or a supplier, for example, and both can solve the problem together quickly and effectively."