



How Digital Transformation is redefining Customer Experience

Mobile Service Advisor at Abdullah Abdulghani & Bros. Co. W.L.L.

With more than 12 workshops and over 100 service advisors, Abdullah Abdulghani & Bros. Co. W.L.L. (AAB) is the largest automotive dealer in Qatar, acting as sole importer and dealer for Toyota and Lexus Vehicles in Qatar. Placed in one of the most prominent economies in Middle East, AAB has fueled its constant success by its dedication to putting customers first. The company aims to create a unique and enjoyable journey for its customers.

Redefining customer experience

AAB has launched the “Engage” project with the aim of transforming the customer experience and achieving better process efficiency. The most prominent step for redefining customer experience is streamlining the vehicle reception and handover process. To achieve this, the implementation of proaxia Mobile Service Advisor (MSA) was planned for all service workshops.



The key driver for such an initiative by AAB was the need to optimize the vehicle reception process. Previously, this involved a lot of paper-based manual work and led to inconsistent information on paper and in the system. The check-in process required the customer to spend a lot of time with the service advisor. First, the customer had to take a token and wait for the advisor even after having pre-booked an appointment. Then he had to accompany the advisor during the walk-around check of the vehicle, wait for the advisor to re-enter the manually captured data back into the system and, finally, wait

for a physical printout where he would have to sign an acknowledgement. This process was very cumbersome and time-consuming for both the customer and the advisor. Moreover, it deterred the advisors from carrying out the important tasks of upselling and cross-selling and capturing information such as damage effectively. It therefore greatly reduced the advisor's focus on the individual customer and his needs.

Customers in the Middle East, whether Qataris or expat residents, are short on time; they are used to having the information they require at their fingertips and they love the experience of modern and connected systems. Qatar, which has one of the highest per capita GDP in the world, is a very demanding market. Abdullah Abdulghani & Bros. Co. W.L.L. has been a consecutive Toyota gold award-winning service organization for many years. To secure its position as one of the best automobile distributors in the region in terms of customer satisfaction, AAB had to respond to fast-changing customer demands on the one hand, and increasing transaction volumes on the other.

AAB decided to revolutionize their customer reception process by implementing a world-class solution, which redefines customer experience while at the same time boosting efficiency at vehicle reception.

Project goals

- **Redefine the customer experience through digital reception process via mobile Apps (iPad)**
- **Streamline the reception process per appointment and reduce the overall reception time**
- **Enable service advisors to position and upsell further campaigns to increase service revenue**
- **Relieve service advisors of administrative tasks so that they can devote their full attention to customers**
- **Document customer satisfaction in a timely manner and be able to respond swiftly**
- **Provide an intuitive solution supporting the entire dialog reception process including options to record visual data**
- **Create a paperless environment providing the customers and service advisors with all required information on their mobile devices**
- **Provide a 360-degree view of the vehicle and customer data, empowering the advisor to make an accurate judgement immediately (contract, packages, estimated job catalog items, deferred jobs, outstanding warranty, open recalls and quotations)**

Professional dialog reception with the proxia Mobile Service Advisor

proxia Mobile Service Advisor is a mobile iPad app that is integrated with SAP® Dealer Business Management. All steps of the dialog reception process are mapped in the app in full detail. Without changing media, the data is transferred to the SAP system for further processing.

This makes it possible to carry out the entire dialog reception process directly at the vehicle, from checking and updating the customer data to signing the workshop order. In a structured check-in process, all order data are recorded directly while matching service or purchase offers are displayed. Easy selection options are available to the service advisor for selecting the appropriate contract, any deferred jobs, relevant packages, and actual jobs and obtaining the right pricing information at a glance. Vehicle health-checks with further options to take pictures of any damage are available on the mobile device and greatly increase the accuracy of the captured take-in information. MSA further has the option of recording checklist item status as well as any particular requests from the customer, actual upsell campaigns (i.e. sales promotions) and down-payment demands.

Finally, the customer signs the order on the iPad and the workshop order is automatically created or updated in SAP Dealer Business Management. This is followed by SMS and email notification to the customer, with all recorded data available at a glance.

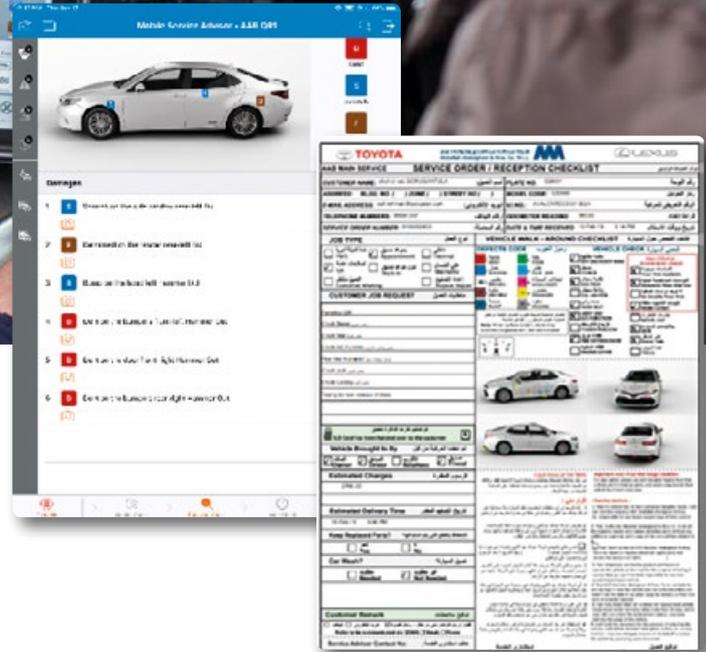
Mobile Service Advisor





Mobile Service Advisor functionalities

- Entire dialog reception process mapped in one app, from the first step to signing of the order
- Define and customize different business scenarios in SAP, such as Mobile Service Reception, Mobile Vehicle Health Check, Workshop Quality Check and Check-in/out Process, screen flows and their checklist structure and content
- Create and edit workshop orders, amend and update contracts, jobs, packages, estimated job catalog, damage repair and sales promotions configured as service jobs
- Obtain information on pricing immediately to support timely customer decision
- Create a down-payment from the MSA app with full backend integration
- Obtain deferred work reminder during next service appointment, usage of service packages from SAP backend
- Take photos and assign them to jobs, damage and checklist points
- Integrate hyperlinks to further OEM portals
- Integrate the Toyota-recommended checklist information
- Show the terms and conditions for acceptance and repair confirmation
- Sign the vehicle inspection report and the order on the iPad
- Record customer satisfaction as a final step during the MSA handover process



Business Benefits

- Create competitiveness against the other businesses on the same industry
- Better customer experience with service advisors who can devote their full attention to customers
- Increasing customer satisfaction and loyalty due to a professional and transparent process
- Reduced time and effort with the digital dialog reception process avoiding double recording of data and ensuring real-time integration into the SAP backend
- Additional revenue due to up-selling and cross-selling opportunities
- 360-degree view of up-to-date vehicle and customer master data through seamless integration with SAP backend
- Highly competent and customer-focused service advisors, who give an accurate judgement based on real-time information around the customer and the vehicle
- Flexibility to design different business scenarios in one app
- Guided procedure with customizable checklists, aligned to OEMs guidelines

Amir Mahmood about the project



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Abdullah Abdulghani & Bros. Co. W.L.L.

Amir Mahmood
Acting CIO, AAB I.T.

With the "Engage" project, you are focusing strongly on customer interaction. Why is it so important for your business?

Especially in the car trade, the interactions become more relevant to the customers, while becoming more valuable to the business. Buying a car is a very personal and emotional thing. It is essential to serve the customer individually and to build up lasting relationships with the vehicle owner. To achieve this goal, AAB has laid out various strategies. Connecting our people to insights for deeper customer understanding is one of them. Integrating MSA into the reception process enables sales and service teams to bridge data sources and make use of the many customer data. Easily accessible customer data can support the service advisor in aiming for greater customer personalization. For customer-facing employees, like the service advisor, the MSA solution will support the right action at the right time.

Why have you selected proaxia as a partner for this project?

AAB chose proaxia's solution Mobile Service Advisor and proaxia consultancy as its implementation partner after a rigorous process of vendor evaluation with different

market providers. Their expertise and actual references were a compelling testament to their position as a market leader in SAP-centric automotive aftermarket solutions.

What was your experience while working with proaxia?

The momentum that picked up during the start of the project never fizzled out and the project was delivered on time with utmost professionalism. A very smooth go-live experience further demonstrates the robustness of the solution and the seasoned skills of the proaxia consultants. The delivered MSA application has been well received by business users, our esteemed customers and the AAB senior management.

What results have you achieved with the "Engage" project?

We finally achieved the customer experience we were looking for to strengthen our position as a market leader in Qatar with a modern service reception and handover process.

Are you going to continue the partnership with proaxia?

Even after the completion of the MSA project, AAB and proaxia are still working together in other spheres of SAP automotive solutions to help us achieve the desired result in terms of digital IT transformation and increased customer experience. This means that proaxia's expertise in automotive solutions, their dedicated team and innovative product development team are helping us both to achieve our business objectives and transform our IT for the future.

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About proaxia consulting group ag

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