

AUTOMOTIVE

Porsche leverages AR to speed vehicle servicing

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Porsche is now using AR in its dealership service centers. Image credit: Porsche

By STAFF REPORTS

German automaker Porsche's U.S. importer is using augmented reality to aid remote assistance for its service technicians.

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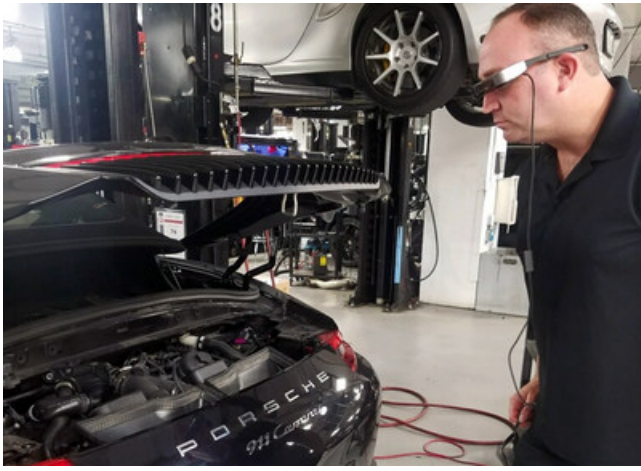
Porsche Cars North America's "Tech Live Look" employs smart glasses with a built-in camera and LED light, allowing workers to take and share images and video from their perspective. While AR has been incorporated into consumer-facing experiences, the technology is also finding a place behind-the-scenes.

Vantage point

Tech Live Look uses Ather's AiR Enterprise software platform along with a pair of lightweight smart glasses.

An auto-focus camera can capture photos or real-time video as technicians work. For dark spaces, such as the car's engine, the glasses also come equipped with a light.

Porsche's technology aims to change the way in which its technical support team in Atlanta communicates with technicians in other locations. Rather than sending emails with photos back and forth or talking on the phone, the support team can be watching and guiding the mechanic as he works.



Porsche's Tech Live Look in action. Image courtesy of Porsche Cars North America

Along with real-time video, the technology allows the support staff to send information such as technical bulletins or instructions, which can be shown on the projection surface of the glasses.

The program was originally piloted in July at nine Porsche dealerships in California, Florida, Indiana, New Jersey, Washington and Canada. During this pilot, Porsche found that this technology decreased service resolution time by up to 40 percent.

"Our main goal is to provide a better overall experience for our customers," said Klaus Zellmer, president and CEO of PCNA, in a statement. "Tech Live Look allows us to be more efficient and helps get vehicles back in the hands of our customers faster, all while still delivering exceptional service quality."

Tech Live Look will be coming to Porsche dealerships in 2018.

Luxury automotive manufacturers have the ability to increase returning loyal customers by implementing a form of text message updates when servicing vehicles.

A report from J.D. Power shows that 55 percent of consumers said they would definitely return when contacted through phone calls from personnel regarding service on their vehicles. However that percentage increases to 67 when customers are able to receive text updates on their vehicle service ([see story](#)).