

HEADLINE PARTNERS



PARTNERS



IBIS | INTERNATIONAL
BODYSHOP
INDUSTRY
SYMPOSIUM
TÜRKİYE 2017

Turkish bodyshop challenges/opportunities

Ayhan Dayoglu
CEO, AutoKing

AGENDA



GENERAL OVERVIEW

Data, competition, problem, solution



DIFFERENTIATION BY DIGITILISATION

Differentiation phases and digitization the most important step



Q & A

Interactive

General Overview

Data, competition, problem, solution

GENERAL OVERVIEW

DATA



TOTAL NUMBER OF WORKSHOP



DEPENDENT WORKSHOP



INDEPENDENT WORKSHOP



OTHERS



Source: TIA /2013



GENERAL OVERVIEW

COMPETING WITH DEPENDENT WORKSHOP



‘DON’T
FIND
FAULT,
FIND A
REMEDY’

HENRY FORD

INDEPENDENT SERVICE vs DEPENDENT SERVICE

0-3 aged vehicles are choosing authorized services since they are in warranty. This is challenging independent ones to compete. On the other hand, authorized services are more prone to value-added growth opportunities with institutional structures with the power of vehicle manufacturers behind them.

GENERAL OVERVIEW

FOR TO COMPETE



TECHNICAL KNOW-HOW

Authorized services should only have technical information of the brand they are affiliated with, while independent services should possess technical information of more than one brand



EDUCATION LEVEL

Independent services are required to update their level of knowledge and skill by continuously receiving training for more than one brand and model and to reach authorized service level



TOOLS & EQUIPMENTS

Independent services must keep track of all kinds of vehicles that may be different for all brands and manage their training

GENERAL OVERVIEW

INDEPENDENT SERVICE CHALLENGES

TRAINING

Finding Turkish resource in technical, non-technical and solution focused trainings is the big problem



STAFFING

The number of trained paint technicians is very low, and students attending vocational schools do not prefer to be paint technicians



Independent services, which require at least as much information, experience and equipment as the authorized services' biggest difficulties are to reach training resources (documents and trainers) and to find qualified personnel.

Especially lack of trained paint technician leaves the authorized and independent services in a difficult situation.

GENERAL OVERVIEW

PROBLEM



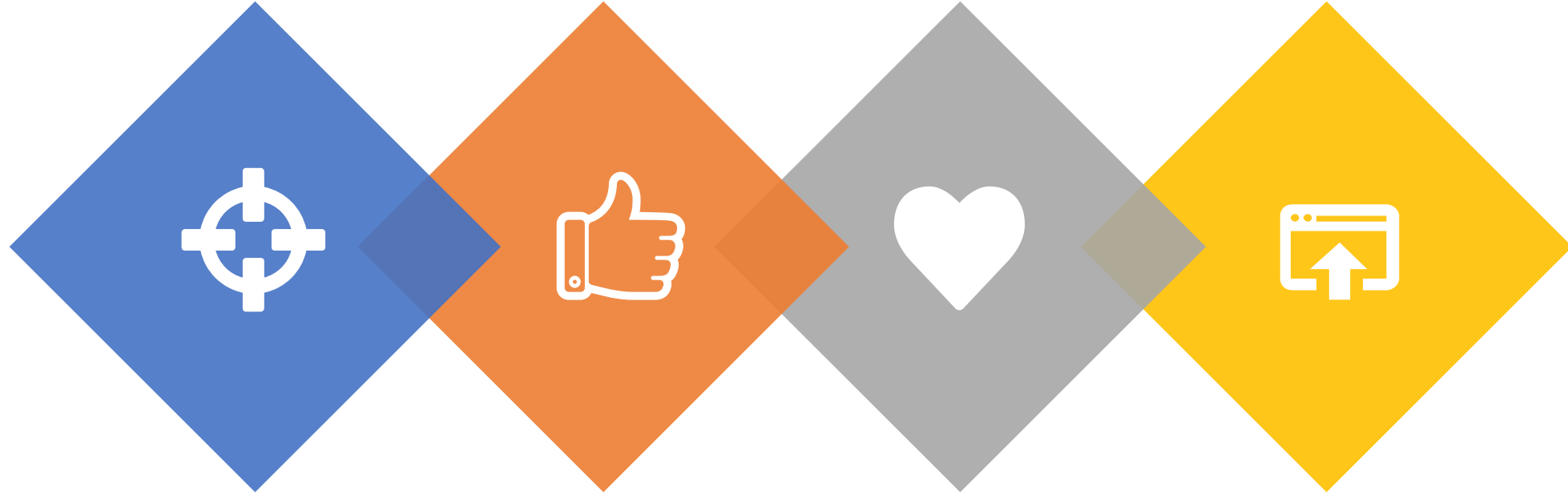
PRICE WAR TRIGGERED BY CUSTOMERS

The price war is the biggest question that independent services have to face, both with the competent services and the need to compete with each other, even though the services are not felt outside

'If you can dream it, you can do it' — Walt D.

GENERAL OVERVIEW

SOLUTION: CREATING ADDED VALUE TO THE CUSTOMER



Harmony

Independent services must focus on their needs in full compliance with customers to ensure competitive advantage

Constant value creation

Keeping communication with customers warm by adding new value every term in order to improve customer experience

Service quality

Increase the quality of service in order to increase the sales of derivative products to the customers and to ensure the continuity of the relationship

Innovative solutions

In the digitizing world, it should be able to make difference in the service of the customers who access the information and service from the easiest way.

Differentiation by digitalization

Differentiation and digitization that the most important step

DIFFERENTIATION BY DIGITALIZATION

OUR LIFE STYLE CHANGES



TRAFFIC

—
Crowded city and traffic problems change our lifestyle



SECURE TRANSPORTATION

—
Crowded traffic and increased engine power are driving the need for safe transportation



TIMELESS

—
Crowded city lives and changing life are our most important asset when we are forced to manage saving together with time



MOBILIZATION

—
The need to mobilize due to motivation to realize the need for access to information independently from time and place

DIFFERENTIATION BY DIGITALIZATION

AUTOMOTIVE WORLD CHANGES

SMARTER

Vehicle software, which is frequently mentioned with autonomous vehicles, is actually used for a long time. It is the subject of the last 3-5 years to open the information of instantaneous data producing tools to the internet. Such instantaneous data production continues to take users and service points to a very different world

SAFER

When it comes to security in vehicles, only the strength of the vehicle has come to mind until now. But now, in the digitalizing world, vehicles come with automatic braking in the event of a certain risk, pre-analysis of mechanical risks, advance warning to the user, specified center, and notification to rescue and health teams during accidents.



DIFFERENTIATION BY DIGITALIZATION

THE MOST IMPORTANT SUBJECT IS DIGITALIZATION



END USER



SOLUTION PARTNERS AND
CORPORATE CUSTOMERS



INTERNAL OPERATIONS

If the services do not provide digital information and mobile access to their end users and business partners, they will be rejected because they can not meet the most basic need of our time. While a service provides mobile service to the end user as an appointment service, communication service and process follow-up service, it should be able to digitally obtain the insurance policy and similar information of the users with their 360 degree integration with the business partners without requesting them manually. In addition, it must open its business processes in digital environment to its business partners

DIFFERENTIATION BY DIGITALIZATION

DIGITAL EXPERIENCE OF AUTO KING'S END USER



ONLINE DAMAGE ASSESMENT

—
Auto King customers can learn the amount of damage of their vehicles online through their mobile applications or web pages

ONLINE APPOINMENT

—
Auto King customers can make an appointment to the day and time they wish online



AUTO KING DAMAGE
ASSESSMENT WITH
IPAD



—
Auto King customers
who come to the online
appointment to deliver
the car are welcomed by
service advisors and the
damage to the car is
photographed and
processed through iPads

INSTANT PROCESS
FOLLOW-UP



—
The momentary process
in the workshop is being
phased in as the user
can follow through the
mobile application or
web page



COMPLETED SMS NOTICE



When the operations on the vehicle are completed, the user is automatically notified of the SMS with the barcode read at the end of the quality control.

DIFFERENTIATION BY DIGITALIZATION

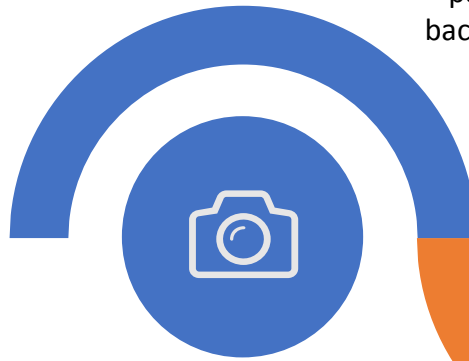
DIGITAL EXPERIENCE IN AUTO KING'S BUSINESS PARTNERS AND CORPORATE CLIENTS

MOBILE PART SPECIALIST APP.

The mobile part specialist at Auto King evaluates incoming damage parts notifications and informs back if it is a repairable item or not with the application

DRIVER TABLET APP.

With the control panel software, the mobile part car driver receiving the work sent from the center informed on the tablet receives the part



LOSS ADJ. / SERVICE MOBILE APP.

Services and loss adjusters use the Auto King application to make a notification by taking photos of the mobile part



CONTROL PANEL SOFTWARE

The office worker sends this job to the nearest mobile tablet in response to the reparability report issued by the Auto King mobile specialist



LOSS ADJ / SERVICE / INSURANCE FOLLOW UP

With the mobile applications loss adjuster, service and insurance company can follow the process in real time with the web service opened to them

DIFFERENTIATION BY DIGITALIZATION

DIGITAL EXPERIENCES OF AUTO KING STAFF



DAMAGE ASSESMENT WITH TABLET

Service consultants pull out photos of the vehicle with tablets and start the process



AKIS BUSINESS MANAGEMENT

The processes in the service are carried out by processing one by one on AKIS (AUTO KING Management Sys)



REPORTING

Internal reporting for efficiency and analysis is provided to business partners via web service



MICRO REPAIR

ANIMATION



MICRO PARTS REPAIR

ANIMATION



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Thank you