

# TANDBERG CUSTOMER PROFILE

**Volkswagen**



“ Competition in the car manufacturing industry is very strong. Thanks to the video systems we acquired from TANDBERG we have discovered different ways to use technology to keep our customers satisfied”.

**ROBERTO KELLEHER**  
**PRESIDENT (2002-2004)**  
**NATIONAL ASSOCIATION OF VOLKSWAGEN  
DEALERSHIPS**



## **TANDBERG HELPS VOLKSWAGEN INCREASE PRODUCTIVITY & CUSTOMER SATISFACTION**

The National Association of Volkswagen Dealerships in Mexico (The VW Dealer Association) faces the challenge of maintaining profit margins in an environment where there are enormous forces pushing down prices and increasing costs. Roberto Keheller, President of the association in Mexico states, “The only way we were going to deal with this is to think smart and apply technology in ways that others have not thought about.” This is exactly what Kelleher did with their TANDBERG visual communication solution.

### **THE CHALLENGE**

The VW Dealer Association has over 250 dealers throughout Mexico. These dealerships need to manage Volkswagen, Seat® and Audi® maintenance and repair challenges. To be consistent with the VW brand, the dealerships promise to deliver customer service excellence for each and every repair. In order to fulfill this promise dealerships recruit and train hundreds of highly specialized service technicians. The technical challenges for a service technician are significant, given the complexity and level of sophistication of today’s automobiles. Each technician must attend a week of training at Volkswagen’s main facility in Puebla, Mexico. However for every hour a technician is away from the dealership there is lost revenue. Kelleher realized that this highly specialized training needed to be delivered in a more effective way in order to reduce travel expenses, allow the dealership to maximize the technician’s time and constantly upgrade technician’s skills to provide greater customer satisfaction.

### **THE SOLUTION & RESULTS**

The VW Dealer Association invested in TANDBERG’s visual communication solutions; deploying video systems at each dealership, as well as, the training center in Puebla, Mexico. For the last two years specialized training has been delivered to the dealerships from Puebla’s training center via their visual communications network. Thanks to the TANDBERG Multipoint Control Unit (MCU) the network can accommodate training session with as many as 21 dealerships at one time. The local technicians meet in the dealership’s videoconferencing room and are directly connected with the experts in the

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## Volkswagen

### BENEFITS OF USING TANDBERG:

- **Cost savings:** Volkswagen saves approximately 30% in long distance calls and travel expenses per year, as result of conducting training over video.
- **Increased customer satisfaction:** Now technicians in dealerships can send real-time performance data and video of the repair process to the expert in the main plant in Puebla—cars are repaired in less time increasing customer satisfaction and maximizing revenue.

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Puebla facility, where they can ask questions and receive clarification on critical technology. The cost of travel has dramatically reduced. Not only for each technician, but also the experts in Puebla. The experts no longer have to travel to local dealerships to solve complex technical problems. In addition, the time to repair an automobile and the number of days that the automobile spends in the garage has been reduced – in some cases from more than one week down to a couple of days. Volkswagen saved 30% in long distance calls and travel expenses, as a result of conducting training over video, as well as, increasing customer satisfaction as repair times decreased.

### INFORMATION AT POINT OF NEED—WHEN NEEDED

In the past two years Volkswagen has expanded the use of their videoconferencing to include remote diagnostics. Some vehicles are more complicated than others, for example, diagnosing a problem on some of the more complex cars can be a challenge. Often an expert would have to be dispatched from the Puebla facility and travel to the dealership to work with a technician on a specific problem. This would result in a dealer having to hold the car for several days creating dissatisfaction with the customer. The majority of the time the car is waiting for the expert technician to arrive at the dealership to work on the repair. Again, VW applied their creativity and thinking outside the box to address this problem.

Detailed diagnosis of engine problems are performed by sophisticated and diagnostic instrumentation. In this case VW linked Siemens® diagnostic equipment through a VPN to the Puebla Tech Center so that remote experts can view the data coming from the tests that are being performed on the car. In addition, the dealership uses a handheld remote camera and sends a video signal back to the expert technician in the VW main facility so that he can coach the technician in the dealership through the intricate diagnosis process. VW used the same visual communication network that is used to deliver training to help with specific troubleshooting and “on error training” that accelerates customer service and builds technician confidence. The expert technicians in Puebla can see the car through the handheld camera and view all the data coming from the diagnostic testers simultaneously and therefore, coaches the local technician to resolve the problem.

### WHAT THE FUTURE HOLDS

Roberto Kelleher, as well as, Luis Manuel Abella, current president of the Volkswagen Association, is continuing to explore more uses for their videoconferencing. One of their ideas includes recording the video diagnosis and using it as support material during research and development of new Volkswagen car models. In addition, they may extend their video network to insurance companies to better communicate preliminary estimates of collision repair costs. This could improve the response time to the customer and save on additional travel costs.

### VOLKSWAGEN'S TANDBERG SOLUTION:

- **TANDBERG 880 for the various dealerships throughout Mexico**
- **TANDBERG 16+16 MCU for hosting multipoint conferences in th emain training center**
- **TANDBERG 8+8 MCU for hosting multipoint conferences in the main training center**
- **Cascading both MCUs to handle increased usage for several simultaneous events including internal meetings**

