



3 reasons to be cheerful about the state of the motor industry





Introduction

Having just emerged, bruised and battered, from a particularly bumpy 2019, the automotive industry could be forgiven for feeling nervous about the future. Dealerships, workshops and manufacturers all face challenges and unprecedented change as the UK negotiates a new relationship with the EU, and the globe reels from the recent coronavirus (COVID-19) pandemic. Indeed, it would seem for now that economic uncertainty continues to be the trend.

While the headlines would have us believe the apocalypse is well underway, we've been wondering whether things are really as bad as they seem. Because although change can be unsettling, it can also create exciting opportunities.

This whitepaper aims to highlight a more positive angle. To all those workshop managers and senior mechanics wondering what's next, we've got good news: embrace change and you will reap the benefits.

1. Printed books still outsell ebooks, despite predictions they would die out

Like the automotive industry, publishing is no stranger to prophecies of doom. Yet, despite the introduction of Amazon's Kindle and the rise of ebooks, our appetite for physical books has not diminished, particularly among younger readers. In fact, printed books continue to dominate overall book sales, with digital and audio versions taking a much smaller share of the market.

The headlines might be telling us that things couldn't be any worse, but the reality is usually more nuanced. And as the publishing world has proved, nothing is a foregone conclusion.



500,000

print copies of
Becoming sold in
less than 2 months.



£1.3m

increase in sales of
poetry sold in 2018,
compared to 2017.



63%

of printed books sold
in the UK are to people
under the age of 44.





2. Change is an opportunity

It's easy to view all the unsettling shifts happening across the industry with a glass-half-empty mindset. But change, as unsettling as it feels, could really be a blessing in disguise.

Instead of dwelling on the misery of economic uncertainty, car plant closures, falling profits and all the rest, it's your prerogative to recalibrate and focus on what you can control.

Technology is already transforming the industry; so investing in staff training and innovations like 3D printing and robotics will be essential to making sure your workshop is future-ready.

“ Seek opportunity, not security. A boat in the harbour is safe, but in time its bottom will rot out. ”

H. Jackson Brown Jr.
Author

The workshop of the future

-  Holographic and augmented reality (AR) technology
-  Advanced robotics to help move and adjust vehicles
-  3D printing of car parts
-  Ultra-connected workshops
-  Hyper-clean work areas like science labs
-  Self-diagnosing cars
-  Video communication technology connecting mechanics with customers
-  Advanced laser welding
-  Space-saving car storage
-  Training areas for mechanics to learn as technology evolves
-  Mobile electric charging stations
-  Omni-channel customer communications
-  AI / Bots
-  Hyper customer experience

3. If your customers are happy, you're going to be fine

Trends come and go, government policies shift, and tech innovations create new challenges. Customer satisfaction, however, remains the single most important thing you will always be able to influence.

“
A satisfied customer is the best
business strategy of all.”

Michael LeBoeuf
Author and former
management professor

Ultimately, customers will vote with their feet, whatever is happening across the wider industry. Prioritise their experience and you will be safeguarding the future of your workshop.

At Autino, our focus is all about improving customer satisfaction. We develop technology and combine it with passion, experience and understanding to bring change and create solutions that help workshops exceed customer expectations.



Final thoughts

The automotive industry may be in a state of flux, but there is still plenty to be cheerful about. By adapting, and committing to brilliant customer service, dealerships and garages can ride the wave of change and prosper.

For more information, or to speak to us directly, visit [our website](#)



BMW customer satisfaction

From rock bottom to top performer

The challenge

Despite being the largest BMW centre in the area, Partridge of Hampshire found itself in an unfortunate category: the bottom 10% worst performing BMW dealers in the UK for customer satisfaction.

Staff morale was falling and the likelihood of reaching bonus targets was increasingly slim. Partridge decided that improving customer satisfaction should be its number one priority.

The solution

The Autino team recommended CustomerLounge as a major first step to achieving better satisfaction scores.

Along with a new aftersales manager and call centre operations moving back in house, our messaging software formed part of a site-wide focus to improve customer satisfaction.

With CustomerLounge, Partridge's service advisors would be able to communicate effortlessly with customers. Any questions or issues could be dealt with more quickly and conveniently than a traditional phone call.

The result

Five months after introducing CustomerLounge, Partridge's satisfaction scores shot up. It went from being in the bottom 10% to the top 50% best-performing BMW dealers in the UK – and the top 10% regionally.

Partridge was now on track to hit its OEM bonus for best improvers, which would add six figures to its bottom line.

About Autino

Since 2003, consumers and businesses across the automotive spectrum have turned to Autino for software development and advice. As a consultancy and cloud-based solutions specialist, we empower OEMs, franchised dealerships and indie workshops to create world-class customer interactions.

We advise and build tailored solutions, working closely with our clients to help them outshine the competition and transform the way they do business. Headquartered in Reading, UK, we are a passionate team of 80 who combined have 600 years' of software and 250 years of automotive experience, and counting...





Autino
automotive innovation

www.autino.com