

## Success Story:

# World Renowned Car Manufacturer

This organisation is a world-renowned high-performance passenger and commercial vehicle manufacturer. In 2021 it sold millions of vehicles. This organisation is continually expanding its worldwide production network with dedicated production sites across multiple continents, while gearing itself to meet the requirements of electric mobility.



## Challenge

As one of the world's notable high-performance vehicle brands, this car manufacturer has earned a stellar reputation for innovation and excellence. To uphold its reputation, its service must be as thoughtful and detail-oriented as its manufacturing.

Given its prestige, customers have certain expectations when their vehicle needs service. "With a premium automotive product, customers understandably have high expectations. They count on their vehicles for business and pleasure. If their car needs service, they expect to drop it off at the workshop, pick it up later that day, and continue with their lives. Our mission is that customers should spend more time driving our cars and less time in the workshop," explained the manufacturer's spokesperson who heads up its technical operations in Australia.

But ensuring that each retail service center has the latest information and expertise to quickly diagnose and resolve issues proved challenging. "Each of our regions across Australia and New Zealand has a number of physical workshops totaling about 200 to 250 cars we're looking after at any given time - and our technical operations department is responsible for supporting all of them. We have team members who focus on our online portal, helping technicians in the shop fix cars. While others are what we call our "flying doctors" who are stationed in various regions, ready to go on-site to a workshop and help with hands-on assistance," the spokesperson said.

"Staying on top of constantly-evolving technology is challenging, especially for a technician in a workshop who's busy working on cars all day and doesn't have much time for regular training. We needed a way to provide real-time, instant support to our in-shop teams, quickly addressing complex cases and solving problems," said the spokesperson. "And the COVID pandemic — which grounded our flying doctors — served as the impetus for us to start looking for solutions."

“GoToAssist lets us do everything we were doing face-to-face virtually. Even though we’re back to being able to travel, we still use it all the time. It allows us to help technicians in remote locations and even support techs in independent shops who may not have factory training. We’re able to see what the tech is seeing and give direction, even if they’re in the middle of nowhere.”

**Spokesperson**  
of the high-performance passenger and commercial vehicle manufacturer

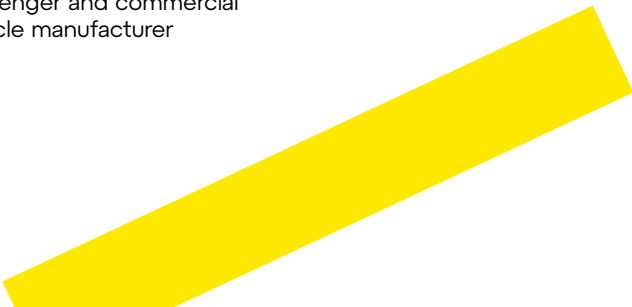


## Solution

The high-performance car manufacturer didn’t have to look much further than the software it was already using to help facilitate remote support. “It turns out we already had the solution. Our headquarters had GoToAssist already installed on our diagnostic equipment, but we realised we hadn’t been using it to its full potential. When we couldn’t travel due to the pandemic, we took a closer look at GoToAssist and realised it could help us fill the gap. It allowed us to have the same “eyes” on the situation that our technician had, allowing us to see the full picture,” the spokesperson said.

GoToAssist has helped expand the reach of our organisation’s technical operations team. “GoToAssist lets us do everything we were doing face-to-face virtually. Even though we’re back to being able to travel, we still use it all the time. It allows us to help technicians in remote locations and even support techs in independent shops who may not have factory training. We’re able to see what the tech is seeing and give direction, even if they’re in the middle of nowhere,” explained the spokesperson.

The GoToAssist solution has also saved customers and technicians headaches and time by allowing authorised users to perform dealer-level tasks remotely. “There are certain things that only the headquarters or technical operations team have access to do on a vehicle — they require a special login or password that our shop techs don’t have. Previously, the customer had to take their car to the dealership for service in cases like these. GoToAssist has allowed us to provide better customer service by allowing us to handle these tasks remotely. We can log into the shop’s machine and perform the necessary operation or even arrange a time from someone in our headquarters overseas to handle the issue. It allows us to help instantly, rather than waiting for an authorised person to be physically on-site.”





## Results

The high-performance car manufacturer credits GoToAssist with having a positive impact on the customer experience. “From gathering information to providing training to workshop staff, GoToAssist has helped us better serve customers. Because we’re able to log-in in real-time, we’re able to resolve issues faster than ever,” the spokesperson explained.

Job satisfaction has also improved since the organisation expanded its GoToAssist use. “A key part of employee engagement is having the tools you need to do the job — if you know how to solve the problem but don’t have what you need to make it happen, that can be frustrating. And especially during times of COVID and the “great resignation,” there are some new faces in our shops. GoToAssist lets us help coach new and veteran technicians, making their lives easier and setting them up for success,” said the spokesperson.

Additionally, GoToAssist has helped this high-performance car manufacturer address situations before they blossomed into larger problems. “Our brand reputation and customer satisfaction is important to us, and even one unhappy customer disappoints our team. In tricky situations, we need to be extremely clear on what the facts are, and GoToAssist facilitates that — we can see things with our own eyes and feel confident in our assessment of the situation. GoTo gives us all the tools we need to help the customer fully understand the situation and hopefully exceed their expectations, preventing things from escalating,” the spokesperson said.

*“GoToAssist has been a game-changer for us — no matter where we are, we can be everywhere, which is really powerful,” the spokesperson concluded.*

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