



## **PSA Peugeot Citroën First Web-Based Parts and Diagnostics Center**

### **Summary**

PSA wanted to boost the profitability and efficiency of its aftermarket business by creating a global dealer communication system for service and parts information. Laser is a highly-searchable and easily-navigated application for mechanics to find essential service and parts information. PSA has realized significant cost savings and improved its dealers' service bay throughput.

### **Challenge: A More Efficient, Profitable Aftermarket**

To effectively compete in an era of automotive industry consolidation, PSA's goal is to provide a more efficient and profitable aftermarket business covering the areas of parts, service, troubleshooting documentation and vehicle-specific information.

To accomplish this goal, the company needed to replace thousands of printed service and maintenance manual pages with easy to use, searchable electronic documentation.

### **Solution: Integrated Parts and Service Information, Remote Diagnostics, Centralized Technician Expertise**

Working with Enigma, PSA launched Laser, an illustrated parts catalog and service information system for its extensive Citroën and Peugeot dealer network. Laser won the Gold Award for innovation at Paris Equip' Auto

Laser is part of a dealer communication system which includes an IT infrastructure (MS SQL server, client PC's, LAN installation) that is implemented for every new dealer.

The solution integrates parts and service information from various sources, creating intelligent links between maintenance manuals, service bulletins and parts catalogs. Product support content is delivered on CD and installed as a stand-alone application or on a local area network.

Laser is the first system to use a global technician call center and the internet for remote diagnostics.

Accessed by 4,000 Peugeot and Citroën dealers in 65 countries, the solution is available in 16 languages.

Containing 15 years of vehicle-specific information, Laser is searchable by VIN and serial number, symptom, model and attribute-based filtering.

Mechanics have access to flat-rate data (i.e. how long it takes and how many parts, including parts supersession) are required to perform a task.

Technician expertise is centralized in a global call center available to all PSA service technicians worldwide in their native languages.

**Benefits: Significant Cost Savings, Stronger Dealer Relations, Improved Customer Service**

- Strengthens dealer relationships by providing quick and easy access into the latest maintenance, service and spare parts information.
- Increases dealers' service bay throughput by integrating product support content in an easy-to-search application that reduces the time mechanics spend finding information.
- Decreases warranty costs by allowing service mechanics to conduct remote diagnostics through a global technician call center.
- Improves customer satisfaction and loyalty by helping dealers provide accurate diagnostics, work quotes and repair the vehicle right the first time by using the most current service and parts information available.
- Significant cost savings by replacing paper with an electronic preparation, printing and delivery system for product support content.