

Axis solution paves way for Jaguar Land Rover to go beyond.

Camsecure and Axis collaborate to customise a solution that not only improves efficiencies, but puts customers at the heart of the brand experience.



Organization:
Jaguar Land Rover

Location:
South Africa

Industry segment:
Retail

Application:
Safety and security,
process monitoring

Axis partner:
Camsecure

Mission

Jaguar Land Rover (JLR) approached Axis partner, Camsecure, to find a cost-effective solution to solve high level technical concerns remotely. The headquarters' technical team devoted a significant amount of time out of office traveling to any one of the 44 dealerships across South Africa and Sub-Saharan Africa, identifying atypical challenges onsite. JLR commissioned Camsecure to provide an innovative solution to increase their technical team's ability to offer the same level of assistance from a central office, whilst improving the customer's experience by expediting the service turnaround time.

Solution

Camsecure partnered with Axis to develop a unique and affordable solution. The collaboration led to the customisation of AXIS M1034-W Network Cameras to serve as a 'third eye' so to speak. The Axis network camera's wireless capability, LED illumination, and two-way audio was fashioned into a headgear device that produces a live video stream to show, in real-time, what the technician on-the-ground sees.

Result

This Axis network camera kit is the first of its kind in the automotive industry and its success could see it rolling out to other geographically challenged regions. This innovative device cancels out any dealer guesswork when facing rare/unique complications, whilst having an expert observe the problem area means that cars are repaired quicker. Furthermore, the fast turnaround time positively impacts on customer experience, plus time and travel costs will decrease significantly over time.

“The creative customisation of this simple Axis network camera has helped Jaguar Land Rover South Africa and Sub-Saharan Africa reprioritise customer service, improve the experience with our brand and better manage our operating efficiencies and resources. And, as a first in the industry, this unique device has given us the competitive advantage to further differentiate our offering.”

Steve Coxley, Technical Services Manager, Jaguar Land Rover South Africa and Sub-Saharan Africa.

Heritage rooted in innovation

The iconic British car brands, Jaguar and Land Rover, have become synonymous with advanced design, engineering and technology. In fact, they are renowned for developing world-class innovations stemming from its extensive research and development (R&D) strategy; it invests more in R&D than any other vehicle manufacturing company in the UK.

Streamlining operational efficiencies

Only four technical engineers at the JLR African headquarters are on hand to support the dealerships across the continent; that's 36 in South Africa and eight in Sub-Saharan. Typically dealer technicians call on the headquarter team to assist with complex service problems on vehicles, however in some instances they need detailed support, making it difficult to explain and resolve without seeing the problem area in live view. In that case, the technician then travels through to the dealer, which could result in extended periods of time out of office especially when it's located outside of South Africa. This, in turn, not only leads to a backlog in the workload, but also a delayed turnaround time for customers.

Coxley, started investigating a more efficient operational process. He approached Camsecure with his business challenge, highlighting the need for his team to view the onsite problems remotely.

Managing Director of Camsecure, Francois Malan has built up his company through projects-based, innovative, technology solutions. In response to Coxley's request, he partnered with Axis, based on their innovative product portfolio and market leadership to source a cost-effective and readily available Wi-Fi camera with built in audio.

AXIS M1034-W Network Camera was identified as the most suitable based on the fact that it features all the elements to custom-make a unique solution for JLR. The small, smart and wireless HDTV camera includes a white LED to illuminate the focus point. It also offers two-way audio communication with integrated microphone and speaker, allowing remote listening in on an area, as well as communication with individuals directly or using recorded audio clips. The lightweight camera was attached to a headband to free up technician's hands, and has a stand and clamp for mounting too. It also boasts easy to use functionality.

The tailor-made device has since been packaged and branded by JLR and kits including power banks and clamps have been bought and distributed to each dealership.

Competitive advantage

Although the device is fairly rudimentary it meets the brief and is already improving efficiencies, reuniting customers with their vehicles a lot quicker. Plus, there's potential to streamline the operating solution and further develop its capabilities. Given that this is a first in the automotive industry, Coxley firmly believes that this innovative design affords the brand a competitive edge that has potential to go beyond the African borders and rollout to similarly geographically challenged regions.

