

Aftersales and the Power  
of Data in **Exceptional  
Customer Experiences**



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# Introduction

## Seamless Drive-in to Painless Drive-out: how an aftersales data strategy ensures a friction free workshop customer experience

For too long automotive service departments have been the unsung heroes, working hard in the background, delivering repairs, parts, VHCs and service plans, whilst the spotlight falls on the sales teams out front. Workshops ensure that valued customer's cars stay on the road, year after year, building relationships and loyalty, handing satisfied and warm leads back to the sales team when it is time to trade one vehicle in for a new one.

40%-60% of a dealership's income comes from aftersales already, and we know that smart use of data can build on that percentage, delivering those magic words "incremental revenue". So, it

makes total sense to elevate the conversation about the vital role- and huge potential - of aftersales teams.

Now is the time as geopolitical events, the cost-of-living crunch, and the shift in powertrain from ICE to BEV means customers are holding on to their cars longer than ever: the average age of a car in the US rose to 12.8 years in 2025. A similar situation can be seen in Europe, where **the average age is 12.3 years, and in some countries such as New Zealand, this figure is approaching 15 years**. This means multiple owners, long service histories, parts replacements, and repairs. The opportunities are clear.

Average age of a car in years:



But – and there is always a but – realising these opportunities need purposeful nurturing, relevant and personal delivery, and an exceptional customer experience. **According to a recent report by Accenture, a poor aftersales experience is a key driver for almost 1 in 2 drivers to consider changing brand for their next vehicle purchase.**

The devil is in the data, data which needs to be harnessed to unlock long term loyalty and long -term revenue.

A key pain point of consumers in 2026, wherever they are in the world, is a clunky, slow and unpersonal in-workshop experience; in 2025 the UK Motor Ombudsman reported **35% of complaints were related to car service disputes**, just behind 40% who had customer service

complaints. Even the simplest things can go wrong from not logging appointments, to using incorrect customer data, suggesting repairs they weren't expecting, or even just taking too long.

Customers today demand friction free lives, and that includes the servicing and maintenance of their car; more so in fact, as it often perceived as an inconvenience. Nailing the fundamentals, making them as client-driven and easy as possible, is a key difference maker.

At Infomedia, we ensure OEM VIN-specific data works its way throughout five key workshop touchpoints, from the moment a customer drives in, until they drive out.



...a poor aftersales experience is a key driver for almost 1 in 2 drivers to consider changing brand...



## Section 1: Seamless Booking and Check-in

What does a seamless drive-in to your workshop look like from a customer point of view? It will undoubtedly be about eliminating any element of frustration. The appointment being on time, the customer being expected with a personal greeting, the service or repair being expected, accurately costed and everything ready to deliver.

Data from Zendesk's 2023 CX Trends Report shows that **72% of customers want immediate service, and 70% expect anyone they interact with to have full oversight of their needs.**

We need to get it right for our customers, or they will go elsewhere.

Accurate, accessible vehicle data is the key to delivering customer-centric check-ins. It connects the customer, and the car to the workshop, enabling service teams to deliver the right experience, every time. And increasingly, customers are expecting us to use this data to improve their experiences with us, with **59% expecting brands to use the data they collect to personalise experiences** (Zendesk CX Trends Report).

### Data-Driven Aftersales Customer Experiences



of customers want immediate service



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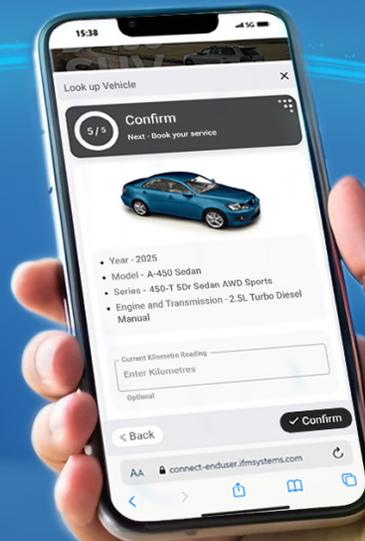
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# SUPERSERVICE™ Connect



Superservice Connect is the only online booking tool powered by VIN-specific data



At Infomedia we deliver this through our **Superservice Connect** and **Superservice Triage** products. Superservice Connect is the only online booking tool powered by VIN-specific data, which means totally accuracy about every single vehicle and its maintenance requirements.

Customers are asked to input their registration and mileage at the time of booking, which in turn enables Connect to detail exactly what your car needs next, everything that is included and what

it will cost. It will then sync to the DMS for real-time appointment availability and pass on all the data to Triage, enabling the workshop teams to set everything up in advance.

**The upshot? By baking VIN-data into the booking process, and using it to accurately set up the service appointment, customers know exactly what is going to happen and why, building trust, and avoiding uncertainty.**

## Section 2: Data-driven Vehicle Inspection and Health checks

When it comes to servicing, **many customers are concerned about unnecessary repairs, and perceived overcharges.** There is fear that out of sight, means out of pocket. Customers need trust in the aftersales process, and confidence that what is being recommended is what is truly needed. **Cost transparency, breakdowns of labour times and pricing, are all fundamental to building**

**this trust** and, once again, accurate, joined-up data is at the heart of delivering what the customer wants.

Some of the biggest efficiency drains within workshops are using multiple, disconnected systems to order parts, check pricing, communicate with customers, manage payments and update repair orders, the list goes on.

### Data-Driven Aftersales Customer Experiences

**15**  
minutes

The target for one of our customers from a vehicle going onto the ramp to a customer getting a fully priced report with photos and videos of work to be carried out. Once approved, it is an easy synch to the DMS.

Since implementing Superservice Triage with integrated VIN-data, they are consistently hitting this across their entire network.

# SUPERSERVICE™ Triage



**Superservice Triage** is the only servicing tool that has VIN-specific data, parts catalogue and menu pricing built in. This not only means that service recommendations are priced to the specific vehicle, ensuring accuracy and relevance, but also that everything is integrated and priced as the service progresses, making it easier and faster to complete. It's also a single solution to manage

customer & team communication, payments and now – automatically update vital information in the DMS.

**The upshot? By building everything into one seamless workflow, and using data to power service delivery, the “time suck” issue can be elegantly avoided, with customers delighted and workshops more efficient.**

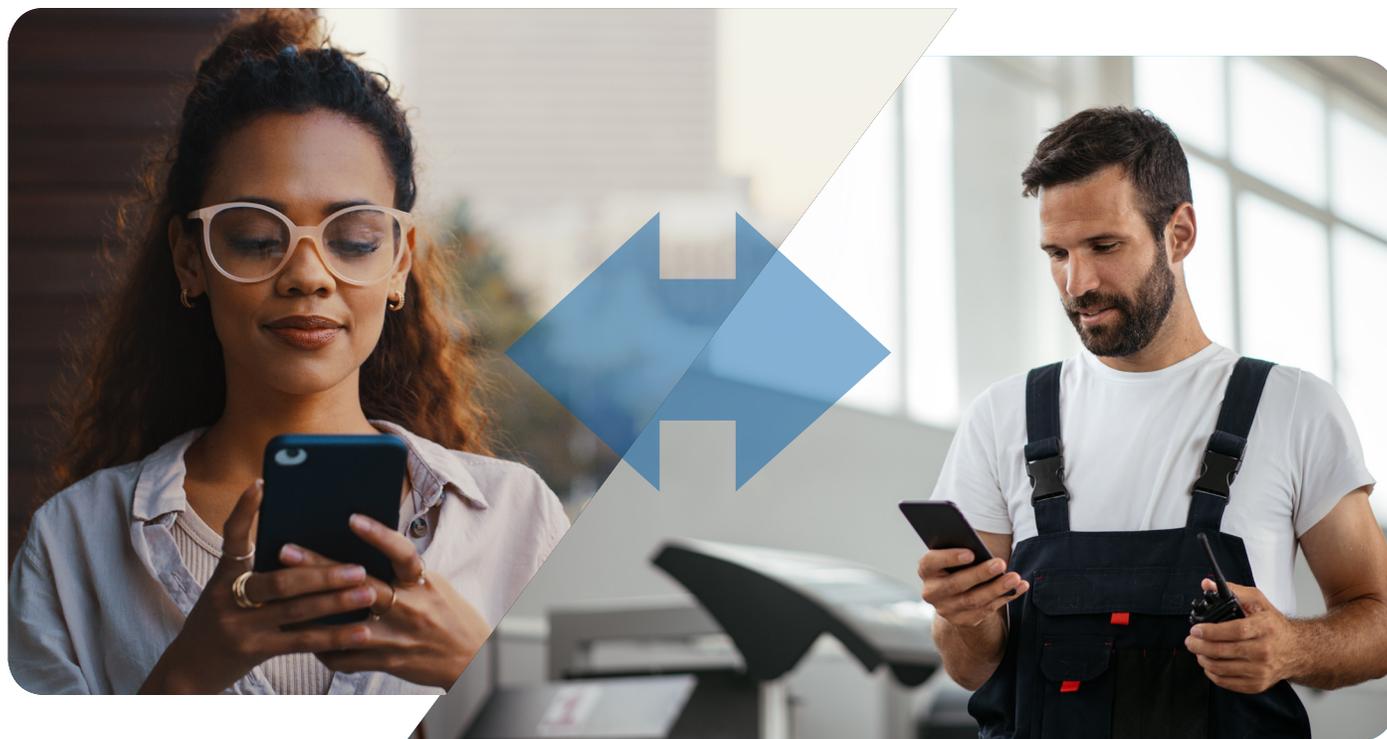
## Section 3: Convenient customer communications

**Companies that grow faster derive 40% of their revenues from customer personalisation** (McKinsey Next in Personalisation Report 2021). Not surprising when 62% of consumers prefer personalised communications (Zendesk CX Trends Report) and **60% will repeat purchase when they receive them** (Twilio State of Personalisation 2022). It hardly needs to be said that **personalised communications enhance every stage of a customer's aftersales journey**, especially when a vehicle is in the workshop.

**Superservice Triage** has been built to support and enhance customer communication by facilitating real-time two-way conversations with

a dedicated service advisor, **and on the platform preferred by the customer** – whether WhatsApp, email, or SMS. This not only means a highly personalised service but also enables significant gains in workshop efficiency; with the problems of phone tag eliminated customer approvals are much faster. An added benefit is that customers are also happier, as they no longer have to chase for status updates, as they are all automated.

**The upshot? Happier customers, who are consulted through the process, understand the work being recommended and trust the workshop team to deliver what is needed – quickly and efficiently.**



## Section 4: Informed, empowered, technicians

**Technicians are a crucial touch point in delivering a standout customer experience**, and data can be channelled to improve their workflows even further.

AI is, like in so many industries, transforming the way workshops operate, and this is especially true for new technicians who could turn to AI to guide them through service repairs without the needing to consult a master technician.

Technicians **can now harness AI to find the answers to complex technical questions in an instant**. With Infomedia, because genuine OEM data is being harnessed, the answers can be

trusted, and AI can help reduce training times, improve accuracy and transform efficiency.

AI can even be used to support Service Advisors, by analysing the VHC reports and automatically creating customer-ready emails recommending repairs and possible up-sell opportunities.

However, the truth is, off-the-shelf AI products are not set up to deliver the outcomes workshops need. They are not adept at handling complex data, they struggle with unstructured documents and interpreting images, **and they can hallucinate when they don't know the answer**. In an area such as parts fitment, where accuracy is a vital safety factor, this is an unacceptable risk.



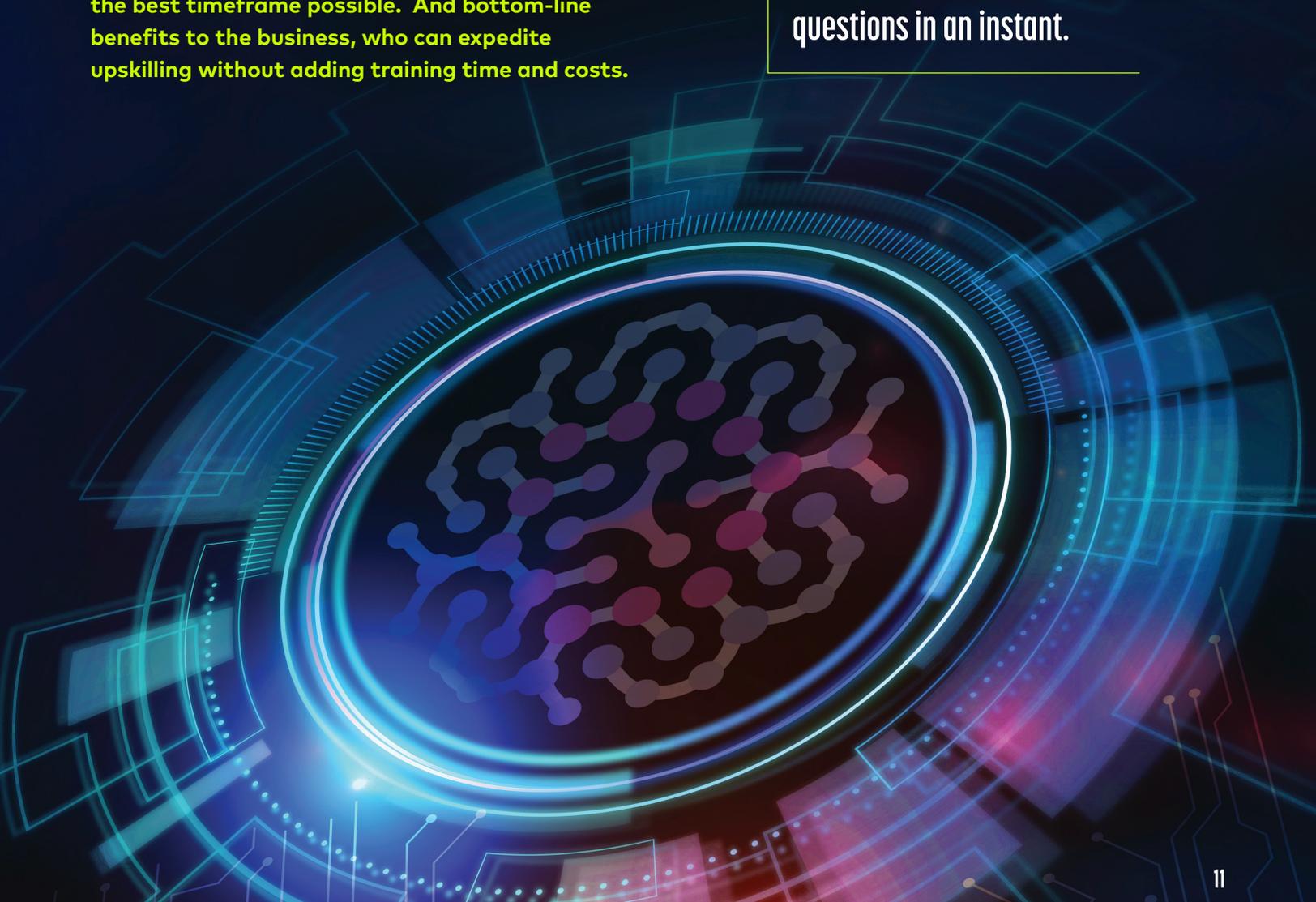
That is why Infomedia's AI offering by **Intellegam**, an automotive focused AI solution that turns complex data into digital into easily accessible knowledge is a useful daily companion for technicians.

Intellegam improves efficiencies by merging diagnostics and repair procedures into aftersales workflows. If a technician asks, for instance, **"where is the location of the oxygen sensor?"** Intellegam will search OEM data, instantly find the answer for that specific vehicle- and will pull up a step-by-step repair process including any relevant diagrams.

**The upshot? A more empowered and efficient team, delivering what the customer needs in the best timeframe possible. And bottom-line benefits to the business, who can expedite upskilling without adding training time and costs.**



**Technicians can now harness AI to find the answers to complex technical questions in an instant.**



## Section 5: Painless check-out and follow up



**Contactless and ApplePay have become part of our everyday lives; it is how we transact.** Why should that be any different when it comes to paying for a car service?

Customers want to pay for their service before they collect their car and expect to simply drive away without any fuss or unnecessary interaction. The frustration of standing in line to pay and collect your car at peak periods is a real one. Customers also are more aware of fraud than ever before, and they want to know their

transaction data is secure. And for dealerships, cyber security risk and compliance is a key consideration in 2026.

**To combat these challenges, Superservice Triage now offers secure, convenient online payments, powered by Stripe.** This not only enhances customer experience but enables a more efficient checkout process for the workshop and the customer, whilst alleviating any data security concerns for both parties too.

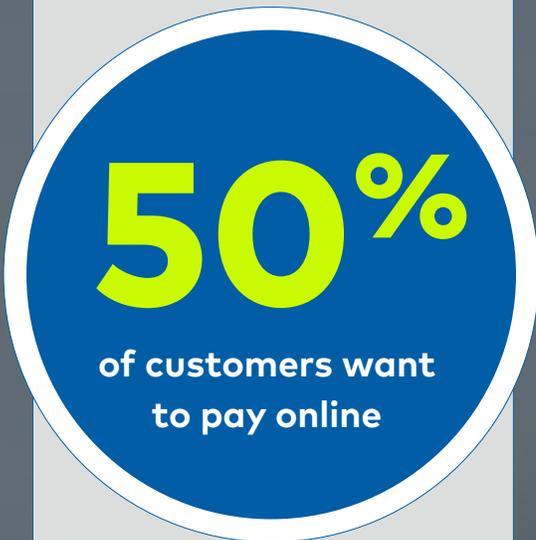
Customer loyalty does not end after payment for an excellent service delivered, it is also built by **ongoing personalised and relevant communications**, powered by VIN-specific data on your customers' individual vehicle, in the post-workshop follow up. **Superservice Triage** automates follow ups on deferred work and amber alerts, ensuring that no service opportunity is missed, and supporting long-term customer retention.

**The upshot: customers drive away from your workshop satisfied, confident that they will return for their next service or repair, whether prompted by data-lead intel on the next vehicle requirement, or by the customer themselves.**



**Superservice Triage now offers secure convenient online payments powered by Stripe**

**Data-Driven Aftersales Customer Experiences**



According to an international consumer study, 50% of car owners would like to be able to pay for their car service online before collection

Source: Frost and Sullivan 2001: Digitalisation: An Unstoppable Force in Automotive Retail



Aftersales departments are critical to the success of a dealership, and the opportunities to build customer loyalty and increase revenues, the golden egg for any business in 2026, are manifold. From the moment a customer drives-in, until they drive-out, aftersales teams have the opportunity not only deliver an exceptional experience but,

when data is harnessed properly, exceed it. With every dollar under the spotlight, smart dealerships can create a data-driven aftersales strategy that will not only improve workshop performance today, but unlock greater customer lifetime value for years to come.



**Infomedia is a leading global supplier of SaaS and DaaS solutions for the automotive aftersales sector. For more information, please visit [www.infomedia.com.au](http://www.infomedia.com.au)**

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