



Avayler

Automotive Software
for **Shop Management**
& **Mobile Van Management**

Built by Automotive Operators,
for Automotive Service Businesses

What is Avayler?

Avayler is the automotive software platform built by Halfords to run its automotive services

From windshield wiper and bulb replacements at retail stores to full automotive shop management in garages to mobile management of its fleet of 730+ service vans, the software, and its subsequent business were built to make delivering automotive services to customers easy, efficient, and profitable.

As the **UK's leading retailer of motoring products and garage services**, customer satisfaction has always been important to Halfords. But with the rise of Amazon, Uber and new digital technology, Halfords knew that customers' service expectations were changing.

In 2017, **Halfords went to market looking for a technology solution that would help them deliver a seamless brand experience** from stores to garages to mobile services. They could not find a solution that gave them the ability to give customers a unique and continuous service experience.

Omni-channel and point of sale solutions were focussed on products only. Field service solutions were focussed on technicians and assets. So **Halfords built a physical (garage) solution and acquired a mobile service business** that gives

customers the power to engage with their brand at multiple digital touch points, booking services with confidence. Since then they have dedicated hours of research and development to the solution, proactively adding robust **features that empower service technicians to deliver an unrivaled experience.**

The solution now enables **80,000 services a week** across the UK, earning Halfords Mobile Experts a **4.85 TrustPilot score** and contributing to the business's rapid growth.

Using this experience, deep service expertise and continual innovation, **Halfords has now made this robust solution, Avayler, available to other service businesses.** Avayler is now rolled-out to large automotive businesses in the US and EMEA.



Industry Challenges

The Automotive Industry is slow to progress to digitalization, Avayler helps to solve challenges the industry faces.

Customer

Mistrust

- Customers expect to be ripped off
- No visibility of what happens to car
- Can be an intimidating experience

Customer Expectation

- Customers expect the Amazon/Uber experience
- They look for reliability & consistency
- Without these there is no brand loyalty

Colleagues

Capacity

- Lack of skilled technicians
No brand/company loyalty among techs
- Upskilling happening at slower rate than capacity needs

Unproductive Time

- Too many hours spent on paperwork, invoicing & books
- Administrative tasks limit # of cars you can service
- Technicians frustrated with job barriers

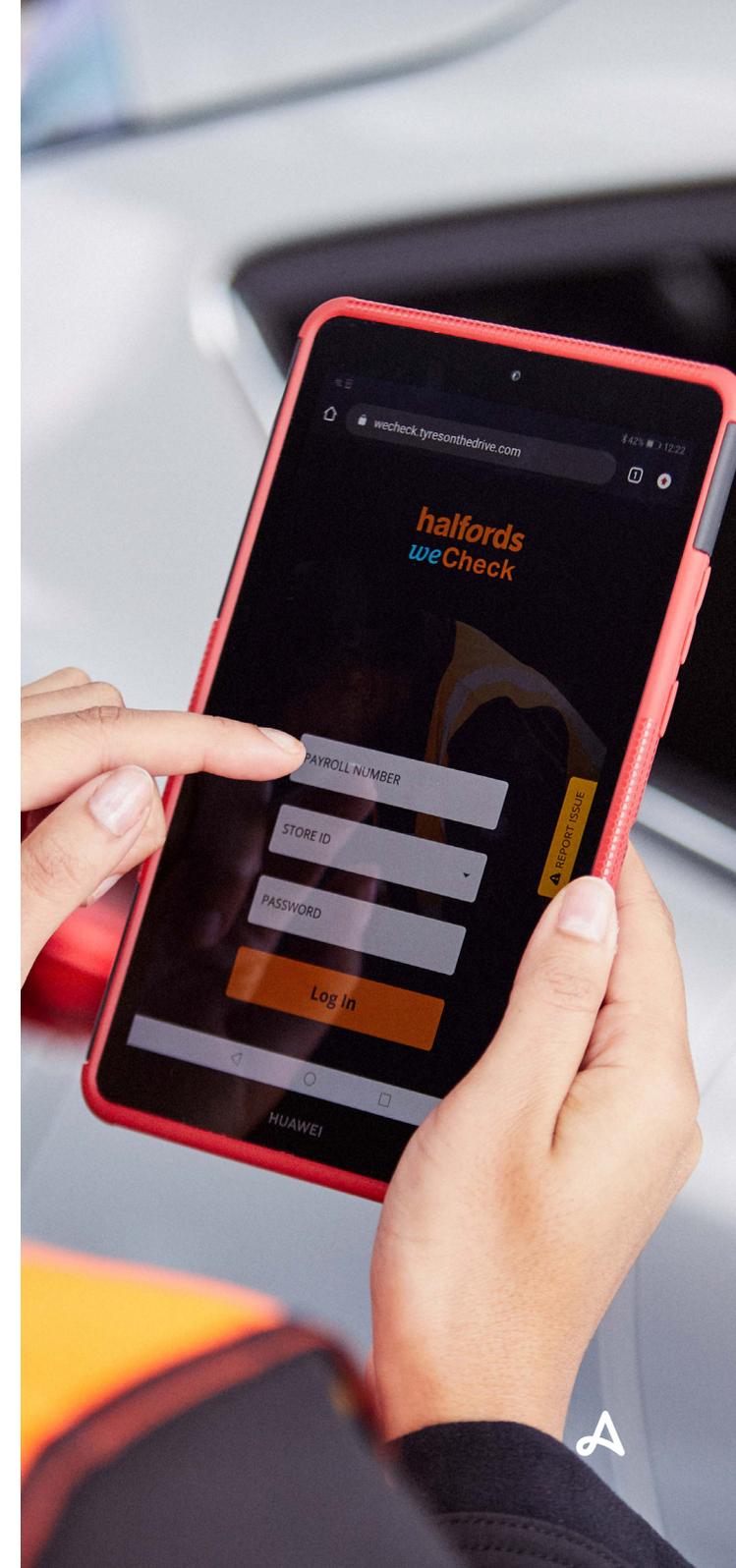
Operations

Profitability

- Profit eroded by operational costs
- Human error leads to stock wastage, less jobs per day and higher overhead

Inefficient Processes

- Multiple systems for operations
- Processes disjointed throughout operations



Problem Solving With Avayler

Problem

Customers cannot book their service online

Customers have to come into a garage

Customers complain we have overpriced or damaged car

Customers complain that we didn't fix the problem with their vehicle

We have manual, paper base processes across the estate with challenges like lost work and illegible handwriting

We are losing profit because technicians are taking too long on jobs or we haven't estimated the time of the job properly

We are losing technicians because they do not feel enabled or empowered in their jobs

No visibility of operations or profitability

Avayler Solution

Customers can book online with flexible time slots. With dynamic pricing businesses can offer same day service and still profit, customers pick a slot they are willing to pay for.

Our dynamic scheduling and mobile execution solution allows businesses to confidently send technicians out to homes and businesses to do tires, batteries, etc. Businesses can reach more of our demographic without the expensive cost of property and the platform has helped Halfords average 10 jobs a day.

Pricing estimates are offered upfront. All the work the technicians do is documented using photos and videos and surfaced to the customer.

Built in quality control ensures that every job is checked (and it is documented) by a senior technician. Vehicles can't be "checked out" until this is done. In Halfords' case, their TrustPilot scores have increased, their number return customers has increased and customer complaints have dropped.

The full end-to-end cycle in the garage (and on the road) is digital, no paperwork. Estimates are generated automatically, technicians log work on tablets/mobile devices, invoices are generated and sent digitally and it all integrates with parts providers, CRM, POS and finance systems.

Dynamic scheduling uses autodata (industry standard job times), technician skillsets, available bays and parts to optimally schedule.

Technicians follow pre-determined workflows from mobile devices to make each service easy and help when problems or questions arise. Customer information is at their fingertips. There is less risk of human error and so less of a blame culture.

Profitability reports are automatically generated at the end of the day. The schedule board gives your business visibility of availability and highlights when you have capacity to fill.



Our Automotive Products

Our mission is to help ambitious automotive businesses deliver world class services to their customers in any channel

Mobile (Mobile Van Management)

Avayler Mobile

End-to-end management & optimization of mobile automotive service operations from scheduling to tech workflows.

Avayler Mobile Pro

End-to-end management & optimization of mobile automotive service operations from garages or online.

Avayler Hub

A basic garage management booking system for garages.

Avayler Hub Pro

A complete end-to-end garage management system with multi-garage functionality.

Avayler Commercial

A complete end-to-end automotive services solution for B2B businesses and/or fleet services.

Retail

Avayler Retail

Integrated retail associate workflows that enable in-store automotive service delivery, upsell and cross-sell



Avayler Mobile Customer Journey



Avayler Mobile Van Management

Customer Management

- Easily capture customer details and vehicle history, surface details as needed while staying compliant with local privacy laws
- View jobs and estimates, including full history, for every customer
- Configure marketing and communication preferences

Order Management

- Create and manage customer orders, including estimate creation and management
- Handle complex stock orders where multiple items are ordered for delivery to multiple service locations
- Create and manage discount codes
- Receive online orders through eCommerce, marked with a specific source



Service Slot Pricing

- Offer priced service time slots on your eCommerce website
- Create custom business rules to drive slot pricing, based on demand, availability and other factors



Technician App

- Create workflows to record job completion at a task/step level for specific job types
- Conduct quick inspections with the ability to add colour-coded statuses, notes and pictures to your inspections
- Stay compliant with a full audit trail
- Capture job times to inform future bookings



Scheduling

- Generate scheduling slots for mobile routes
- Optimize your technicians' schedules based on skillsets, availability, location and product mix
- Automatically schedule jobs directly from your website, based on slots selected by your customer
- Schedule jobs for walk-ins or accommodate phone enquiries



Customer App

- Give customers the ability to view their order(s) and order/job history in a customizable "Customer App"
- Allow customers to track their order and view the work in progress in a customizable "Customer App"



Parts Management

- Integrate directly with selected parts providers
- Order parts directly from job card electronically using selected parts provider(s)
- Efficiently create jobs and estimates
- View real-time stock levels and track stock lifecycle
- Keep records of parts costs per job



Reporting

- Access data held in the platform for ingestion into client data reporting/data visualization tool(s)
- Identify and report/record additional work opportunities outside of defined workflows
- Get a 360-degree view of your mobile operations with Operational Reporting Dashboards

Avayler Hub Shop Management



Customer Management

- Easily capture customer details and vehicle history, surface details as needed while staying compliant with local privacy laws
- View jobs and estimates, including full history, for every customer
- Configure marketing and communication preferences



Scheduling

- Configure and manage schedule blocks off. Allow for ad hoc blocks to be placed on a lane(s) where a manager doesn't want jobs to be booked that day
- Manage individual job schedules.
- View future jobs (those that aren't yet started) in the schedule board
- Configure and manage scheduling constraints



Job Management

- Optimize scheduled jobs for the day, removing white space and making effective use of the service location assets
- Create an order with multiple jobs, jobs are individually scheduled in sequence of desired completion
- Define the parameters for when a QC task is to be created and assigned to a job



Parts Management

- Integrate directly with selected parts providers
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Stock Management

- Configure and manage internal stock within the platform
- View when ordered stock is expected to be available at the service location
- Add additional internal products to jobs, where they are in stock
- Track individual stock units through their lifecycle
- Perform stock management tasks



Technician App

- Allow technicians to view jobs assigned to them (for that day) via a handheld device (the same device workflows are completed on)
- Create workflows to record job completion at a task/step level for specific job types
- Conduct quick inspections
- Stay compliant with a full audit trail
- Capture job times to inform future bookings



Customer App

- Give customers the ability to view their order(s) and order/job history in a customizable "Customer App"
- Allow customers to track their order and view the work in progress in a customizable "Customer App"
- Provide customers with the ability to accept or decline work on their vehicle, surfaced in the "Customer App"



Reporting

- Access data held in the platform for ingestion into client data reporting/ data visualization tool(s)
- Identify and report/record additional work opportunities outside of defined workflows
- Get a 360-degree view of your mobile operations with Operational Reporting Dashboards



Avayler Hub Customer Journey

Order Management

- Create and manage customer orders, including estimate creation and management
- Handle complex stock orders where multiple items are ordered for delivery to multiple service locations
- Create and manage discount codes
- Receive online orders through eCommerce, marked with a specific source



Why Avayler?

Case Studies

ATU

ATU is Germany's leading automotive services provider with a mix of 556 centres, 531 in Germany and 25 in Austria offering a wide range of mobility accessories and quality spare parts.

Challenges

- No current mobile offering – an opportunity for growth
- Availability of fully equipped vans
- Competition for trained technicians
- Need to adapt to new customer demands

Benefits Seen

- Ability to service more customers with a mobile offering
- Opportunity to scale model across other locations
- Ability to adopt more efficient working practices
- Enhanced ROI by utilizing dynamic pricing

TIRE PROS

Tire Pros is a nationwide automotive tire and service retail franchise and a subsidiary of American Tire Distributors (ATD) 620+ retail locations nationwide and more than 6,500 automotive technicians.

Challenges

- De-centralized operating model
- Manual processes and no central visibility
- Consumer needs have shifted
- Varying pricing & workflows per franchisee
- State specific regulations

Benefits Seen

- Greater availability for franchisees (cheaper than adding new bays)
- Access to new customers
- Cohesion among franchisees to build a network of mobile vans
- Eliminated manual route planning through integration with POS

halfords
mobile expert

Halfords is the UK's leading provider of motoring and cycling products and services, with 730+ mobile service vans bringing automotive services such as tire and battery changes straight to the customer.

Challenges

- High customer expectation (speed & convenience)
- Complex supply chains and service environments
- Large geographical coverage area
- Operational efficiency needed to increase margins
- Integration with eCommerce

Benefits Seen

- Technicians have increased jobs per day from an average of 4 jobs a day to 9+ jobs a day
- 500+ more service appointments offered to customers a week
- Reduced miles traveled per job by more than 5 (approximately 35,000 miles saved a week)
- Customer support calls have reduced by 30%



Why Avayler? At Halfords Alone...

The **#1 Customer Experience WORLDWIDE** on TrustPilot,
and the **#1 Automotive Business WORLDWIDE** on TrustPilot

+77%

in jobs per day

-24%

decrease in miles
traveled per job

+20

points on TrustPilot
* with > 255,000 reviews

-30%

calls to customer
support

-65%

decrease in lead
time per service

+3%

in service margin

**Are you ready to similarly transform your automotive
service business?**

Contact our sales team for more information (details on reverse)



737
Mobile Vans



10,000
Technicians



650
Garages



80,000
Services per
week

Key Avayler Contacts



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