Lexmark™ | optra

Better vehicle traffic flow drives revenue growth

A national automotive organization combined Lexmark's IoT solution with its existing tracking methods to engage drivers and increase vehicle throughput.

Visible benefits

Monitoring driver and service team interaction at its facilities enabled this company to quantify the impact of its processes and to make adustments to:

- Improve team and service bay utilization
- Reduce vehicle attrition
- Improve productivity
- Increase sales
- Establish new KPIs

Why Optra?

Lexmark's Optra Edge technology worked with existing cameras to capture data on vehicle interactions with their facilities — arrival, time on site, wait times — and to turn this into useful performance metrics.

- Integrates with existing infrastructure
- AI applications generate quantifiable data
- Real-time actionable insights
- Central visibility across retail operations
- Easy to scale across multiple outlets

"Lexmark's IoT solution helped generate additional annual revenue of $50+ million."

"Gamification was a great way to involve customer service teams in the project."

Generate extra revenue by monitoring vehicle interactions

A national automotive service organization wanted to understand how vehicles engaged with facilities and to use these insights to identify ways to improve efficiency and increase revenue.

Know your drivers better

Operating across the U.S., this automotive organization realized that it was losing potential revenue due to vehicle wait times at its sites. It recognized the value of being able to track and measure how long drivers were spending on their property before leaving. It also recognized that this operational data could be used to identify ways to improve efficiency, process more vehicles and drive more revenue.

A previous in-house pilot project that predated the availability of newer, more capable AI- and ˆwt-based technologies had generated awareness of the need but not the actionable data to deliver this value.

"IoT data is helping generate an extra $50+ million p.a. in revenue."

Using existing infrastructure

Lexmark's Optra IoT was the ideal solution. It integrated the organization's existing on-site camera infrastructure — which was extensive as video coverage of the facility was necessary for health and safety and security reasons — with Lexmark's IoT and AI offering. By removing the need for large, additional capital investment, this was a fast, effective and cost-optimized solution.

Setup was easy. An Optra Edge hardware device was added to the current video feed to capture existing live camera streams. AI applications then extracted and collated relevant data on wait times and time spent on the property. Tracking data was isolated from the video imagery to meet data protection requirements. This data was then transmitted in real time as user-friendly metrics to where it could be actioned by staff on site, and to corporate HQ for central analysis.

The power of AI

Using Lexmark's vision-based AI solution improved the accuracy and integrity — and therefore the relevance — of the data captured. Training the AI model to distinguish between distinct parts of the driver experience and vehicle journey, data that wasn't relevant to this project was automatically discarded. For example, when vehicles drove onto the facility in error or engaged with a different part of the service, the data would not be included.

Rapid, revenue-generating insights

The results quickly quantified the vehicle journey, providing detailed analytics into how long drivers were spending on site and how long they were waiting. This data was then applied in a number of different ways to improve efficiency and drive revenue. Top of these was establishing a meet-and-greet policy so that every waiting driver was personally spoken to by a staff member within a set timeframe. Creating this richer engagement experience delivered immediate revenue benefits, with follow-up data clearly showing that drivers tended to stay in line longer and that transactions were more profitable if they'd interacted with an associate.

"Gamification" engages staff

Engaging customer-facing staff throughout this wholly transparent project was a key factor in its success. The real-time tracking information from the camera feeds could be acted on immediately by associates to reduce wait times and improve efficiency. Lexmark installed monitors so that customer service teams could clearly see the wait times and vehicle throughput alongside their own team performance via a visual interface. This introduced an element of gamification, with friendly competition encouraging collaboration around greeting shoppers and minimizing lines.

Setting new, measurable KPIs

Until now, there had been no mechanism to measure vehicle wait times or time spent on site and therefore no historical data existed for comparison or to measure improvement. A direct benefit of this project was that benchmarking KPIs could now be put in place and used to track and improve vehicle interactions and monitor throughput gains.

Central operational visibility

The operational data also provided central visibility into performance across individual sites. It was now possible to see how a facility was performing in real time and also to gather cumulative and comparative data across multiple sites to identify trends and anomalies. This would make it easier for corporate HQ to validate any new policies were being implemented, adhered to and were effective.

A scalable solution

Lexmark was able to put in place a solution that captured metrics to deliver immediate benefits to this company's bottom line and also unlock longer-term value. Lexmark's IoT solution is easily scalable, offering a cost-effective way to validate the effectiveness of any process or layout changes at a single site before scaling. The solution is also futureproof — making it easy to extend its capabilities into wider areas such as predictive fleet maintenance and parking management.

"Staff could now act on live data to engage drivers and reduce wait times."

Apply Lexmark's IoT solution for transportation metrics to:

- **Reduce** wait times
- **Optimize** vehicle processing efficiency
- **Increase** margins
- **Set** KPIs
- **Collaborate** better
- **Improve** productivity