

'wiAdvisor' Speeds Owners Through Chrysler Repairs

Chrysler will be the first automaker to provide factory-connected tablet technology in its dealership service lanes. Mopar's new wiADVISOR technology will enable customers to cruise through dealer service lanes much faster.

The brand's new wiADVISOR (short for wireless service advisor) system uses a small wireless device that service advisors briefly plug into a vehicle's onboard diagnostic port in the service lane. Vehicle data is then downloaded and transmitted to the service advisor's tablet computer.

The tablet simultaneously captures and presents the service advisor with all information specific to that customer and their vehicle, and connects with Chrysler Group's engineering databases.

All ownership information, vehicle service history, vehicle system updates, and factory-required maintenance are literally in the hands of the service advisor.

The wiADVISOR platform offers customers a similar experience to checking into a high-end hotel that already has guest information and preferences on file. No time is lost filling out forms or remembering license plate numbers.

"We are always looking to further improve the customer experience in our dealers' service lanes," said Pietro Gorlier, president and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand.

"With our new wiADVISOR technology, we are maximizing face-to-face time with our customers and minimizing the time they spend in the service lane. We are virtually providing the support of our whole engineering team behind every service advisor."

The wiADVISOR platform en-

ables service advisors to offer an accurate, consistent and transparent service write-up experience.

The system arms service advisors with required information at their fingertips and eliminates the need to search through various systems and databases. WiADVISOR even determines if all the vehicle computers are running the current level of software.

With access, service advisors may immediately print out factory-required and dealer-recommended maintenance requirements tailored specifically for that customer's vehicle.

Future integration will incorporate even more Mopar products and services into the wiADVISOR platform, programs including Mopar Vehicle Protection Plans, Mopar Tire Works and Mopar Accessories. The wiADVISOR platform is now available across Chrysler Group's U.S. dealership network with plans for global implementation.

The 2011 Mopar Challenger Drag Pak was the first to introduce a 500-plus cubic-inch V-10 drag-race package car.

Brand-specific customer care telephone lines was first to offer Sunday service hours for customers.

WiTECH was the first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network.

Mopar has introduced numerous industry-first features including Vehicle-information apps, Electronic owner manuals, in-vehicle Wi-Fi, Wireless charging, and Electronic Vehicle Tracking System.

Mopar is Chrysler Group's service, parts and customer-care brand.

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