

Automotive

Successful Automotive Deployments



Automotive Kiosk

The Challenge

Thomas Tire & Automotive, an aftermarket automotive store and service center, needed to find a solution for their busy location in Aberdeen, North Carolina. Wanting to provide increased customer service, especially for their busy customers whose schedules do not always align with the company's operating hours. Thomas Tire & Automotive approached Meridian about designing a solution to streamline the pickup and drop off process for customers that would allow them to increase their business without having to increase operating hours or overwork their dedicated staff.



The Solution

Meridian designed the Key Drop Solution, an outdoor unit that customers can input their information, select services, and drop off their keys anytime day or night. After a key is dropped into the unit an automatic email, with all of the customer's information and service requests, is sent to the service department so they can begin working on the vehicle first thing in the morning. When the vehicle is ready for pickup the Service Member simply loads the

key into the unit through the easy slide out key drawer. Then an automatic text notification is sent to the customer letting them know their vehicle is ready for pickup. The customer has the ability to pickup their vehicle on their own schedule and even after hours they can come to the machine and make unattended payments and access their keys. Meridian's solution revolutionizes the concept of customer service in the modern age by offering businesses a way to work with in their customer's schedule without having to extend hours or overwork staff.

The Result

The Key Drop Solution had a massive impact on Thomas Tire & Automotive by helping to ease the burden of the front of house staff who used to be swamped trying to take customer's information and contact information as well as payments and service requests. Now they are able to offer even more customer service by streamlining the drop-off and pickup process as well as providing the Service Department with all the information they need instantly and in one location reducing wait times and increasing efficiency which is especially important for an industry where timing is everything.

Thomas Tire & Automotive

Founded by Paul Thomas in 1981, Thomas Tire & Automotive quickly grew to the successful company it is today reaching all over North Carolina and to the rest of the nation as well. Thomas Tire & Automotive strives to provide top-quality products and services to its customers through mutually beneficial relationships based on trust and quality services.





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The Challenge

When GoMoto CEO Todd Marcelle entered the automotive sales field, he evaluated the customer experience at the dealership level. He quickly realized there was an opportunity to improve that process with the right technology. "If you've ever bought a car, you're probably well aware of the tribulations of going through the car-buying experience," Marcelle said. "We wanted to bring in the modern retail experience into the dealership world," he said. "The best way to do that was to create a technology that both a customer and a sales associate would be comfortable using."

The Solution

GoMoto and Meridian worked together to improve the car buying experience with self-service kiosks. The self-service solutions increase customer engagement, decrease transaction time and provide transparency to the buying process. When a customer enters the dealership they can use the kiosks to enter their contact information, which then guides them through a series of questions. The kiosk gathers their license information, phone number and email address, and pre-qualifies the customer without affecting their credit score. Once the customer is qualified, the kiosk displays only the vehicles in the dealer's inventory that meet those qualifications. Customers can then click through and learn more about specific vehicles with pictures, videos and accident history reports

Meridian's Automotive Dealership Focused Self-Service Kiosks, developed with partnerships with industry leaders such as GOMoto and Reynolds & Reynolds. Over 800 of these Automotive Solutions have been deployed across hundreds of dealerships, using Meridian's Mzero SDK, and built specifically for automotive applications

“A technology based sales experience is critical to ensuring we stay in front of a new generation of connected customers.

-Michael Smyth, President,
Mainline and Willowgrove Jaguar Land Rover



The Result

Several hundred dealerships are currently utilizing the self-service kiosks across the country. The solution also tracks 98 percent of dealership floor traffic and captures key analytics, including peak times in the showroom, the performance of sales representatives and the advertising platform that brought in customers. Based on the success of the collaboration, GoMoto and

Meridian are expanding their partnership to other potential automotive applications, including oil change shops, tire stores and service centers.



Automotive Kiosk

The Challenge

An easily recognizable household name, Enterprise Holdings is the parent company of Alamo Rent-A-Car, Enterprise Rent-A-Car and National Car Rental. With a global network spanning more than 90 countries and 1.9 million vehicles, they are committed to exceeding their customers' expectations for service, quality, and value. With such a large network of locations, Enterprise Holdings saw a need to simplify the car rental process.

Enterprise Holdings

Enterprise Holdings partnered with Meridian to create interactive car rental kiosks for each of their unique brands—Enterprise, Alamo, and National. Travelers are able to use the interactive kiosks to check-in, enter their information, and pay for their rental cars.

“A completely custom self-service kiosk for drivers to use when checking in to pay for and retrieve their rental car.”



The Solution

Enterprise Holdings partnered with Meridian and Embross (formerly IBM) to create a completely custom self-service kiosk for drivers to use when checking in to pay for and retrieve their rental car. To use the kiosk, drivers simply check-in with their driver's license. After checking in, drivers can upgrade vehicles and add different drivers, all from the kiosk. Drivers can then pay for their rental vehicle with either a credit or debit card.

The Result

Since implementation in 2011, the completely custom self-service kiosk solution has been implemented by Enterprise, Alamo, and National in over 300 airports nationwide.



Automotive Kiosk

The Challenge

More than half of the U.S. states require drivers to complete annual auto-emissions tests. A number of states, including Maryland, perform roughly two million auto emissions tests each year. Opus Inspection, the leader of vehicle emissions testing equipment and service, saw a need to simplify the process and sought to create a solution for drivers who were unable to visit stations during business hours



The Solution

Opus Inspection partnered with Meridian to create a robust outdoor solution. The new emissions-testing kiosks perform the same test technicians perform at full-service stations but do it at an unattended, self-service kiosks, providing a new convenience for drivers. Similar to self-checkout at a grocery store, users scan their emissions notice at the kiosk and pay with a credit card. Users then use a test device, located in a small compartment underneath the screen; they are able to then plug the testing device into the vehicle's computer diagnostic system. The device tests whether the engine is working properly and if the vehicle's emissions are meeting the state's environmental standards. The kiosk screen shows when the test is completed, users remove the device, and return it to the kiosk where they retrieve the printed receipt. The entire process takes five to 10 minutes.

The Result

In August 2015, Maryland's Motor Vehicle Administration initiated a program to deploy two self-service kiosks available 24 hours a day, seven days a week, at the Glen Burnie VEIP station and the Gaithersburg MVA branch office. According to the MVA, the two original kiosks have performed more than 2,300 tests, with a customer satisfaction rating of 85 to 90 percent. Nine months after the initial deployment, Maryland's MVA expanded the program to seven new stations. Drivers will be now able to perform their own vehicle emissions tests at Meridian self-service kiosks located at the Bel Air, Beltsville, Frederick, and Waldorf MVA branch offices, and at the Annapolis, Edgewood, and Owings Mills VEIP stations.

Ohio's Choice Plus program has also found success with the addition of new emissions-testing kiosks. 16 E-check stations were deployed throughout Ohio as a crucial step in Ohio's comprehensive air quality plan to reduce motor vehicle pollutants

Opus Inspection Self-Service

Opus Inspection saw a need to simplify the vehicle emissions testing process. Together, Meridian and Opus Inspection created new emissions-testing kiosks. Now drivers can perform their own vehicle emissions tests at self-service kiosks.

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