



# Telematics

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October 2016

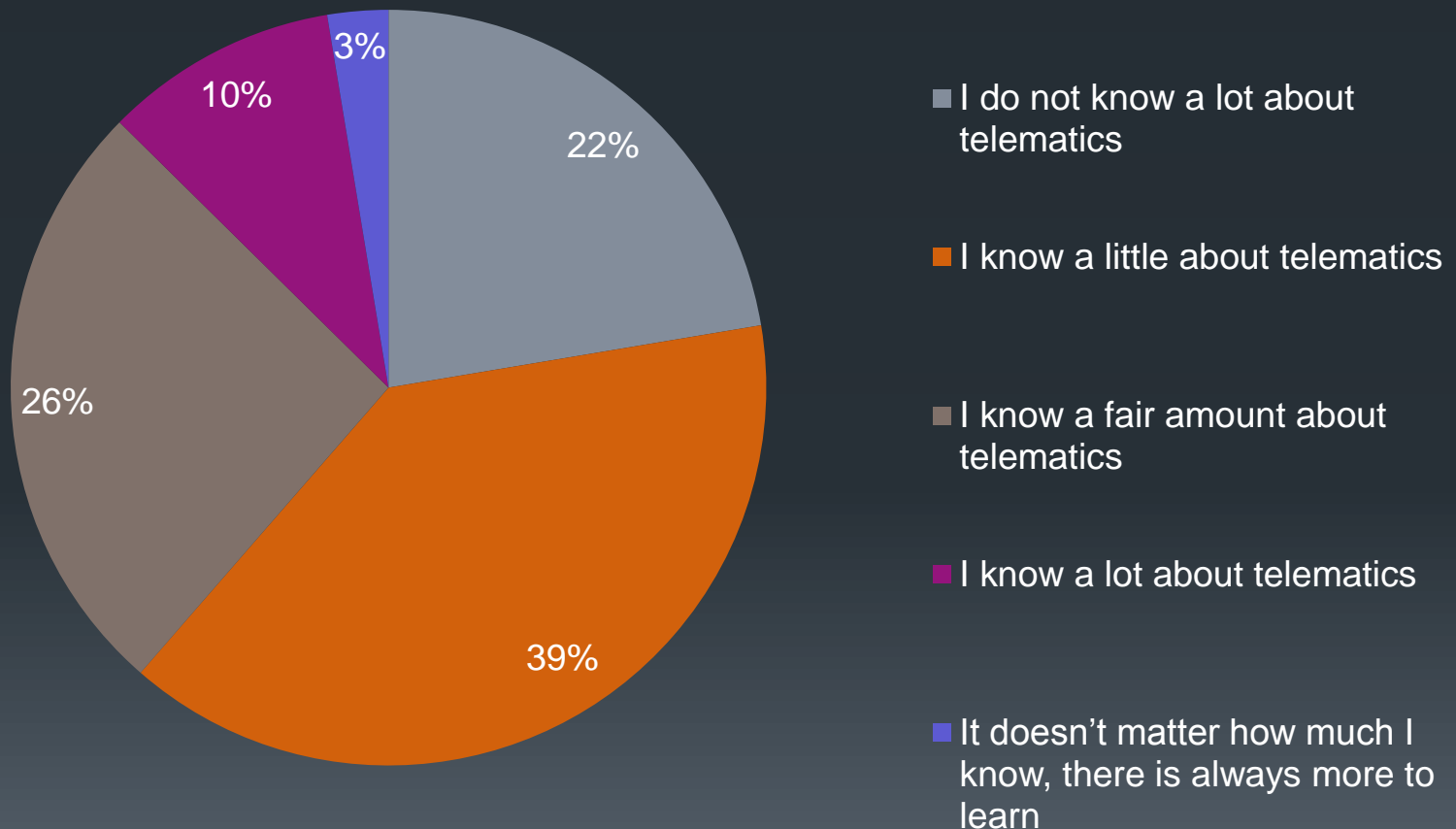
Online Survey of Active Subscribers

286 Completed Responses



## 78% of respondents know at least a little about Telematics

How complete of an understanding do you have about telematics in your industry?

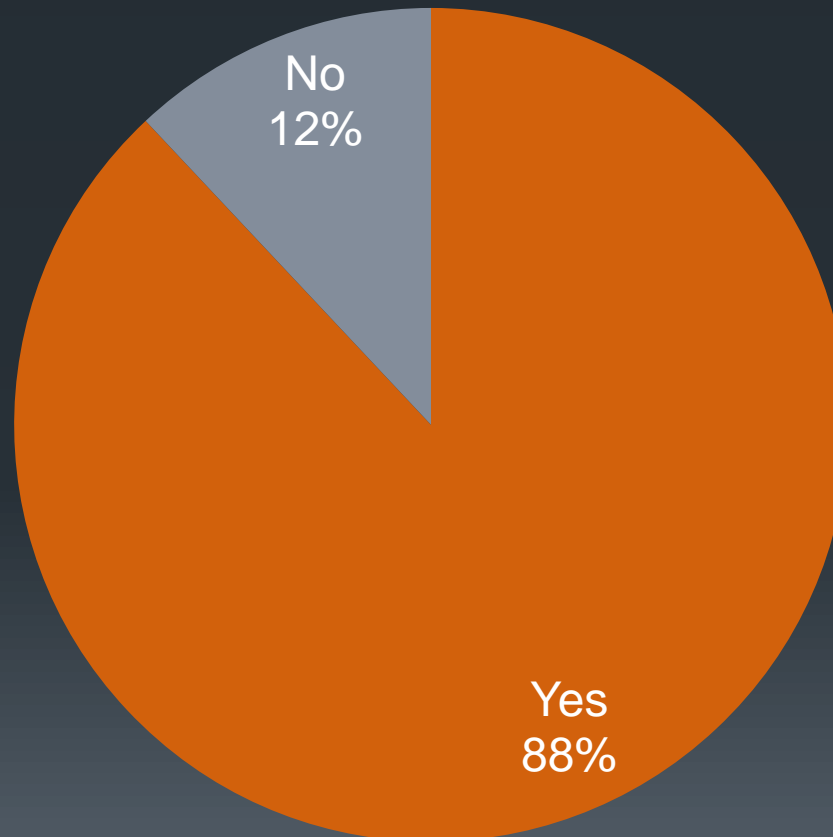


## Nearly 90% of respondents indicated interest in learning about Telematics on an ongoing basis

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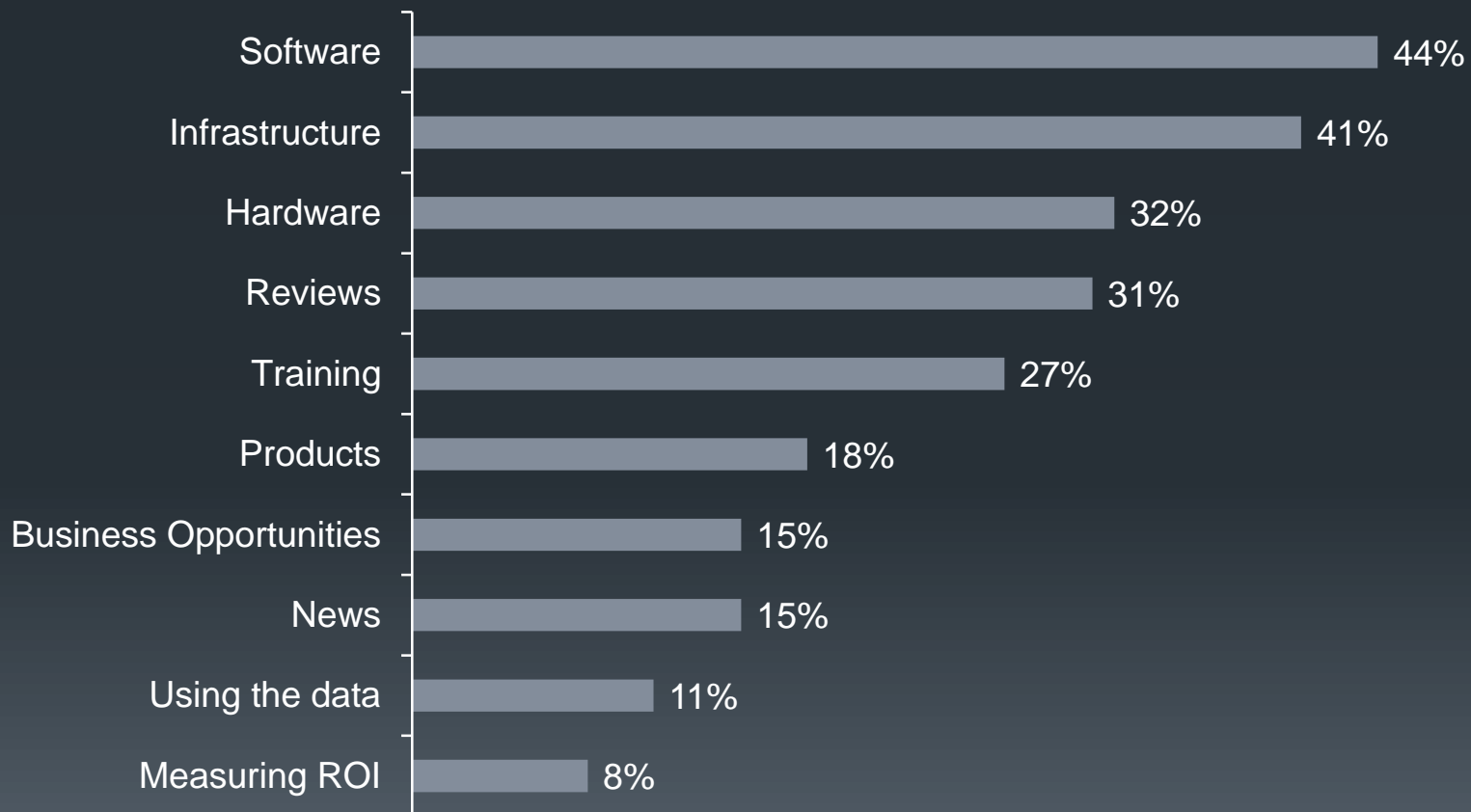
Are you interested in learning more about telematics on an ongoing basis?



## Software and infrastructure are the Telematics related topics of most interest among respondents

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Which topics regarding telematics would you like to know more about? (Select all that apply)

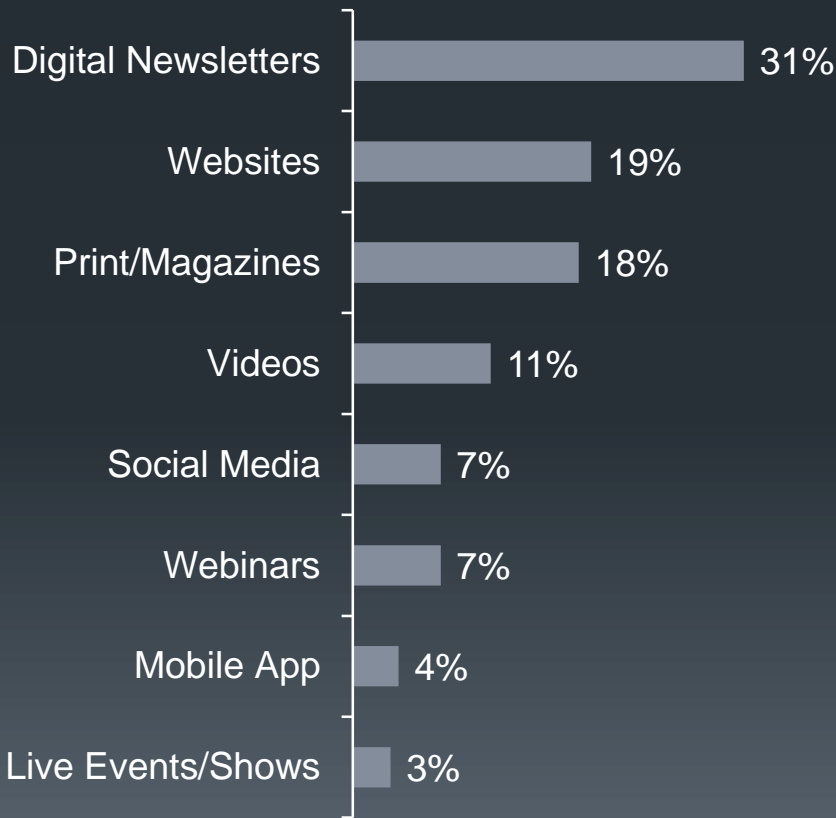


# Digital newsletters were selected most often as the preferred media to learn about Telematics; websites, video, and print magazines also rated highly

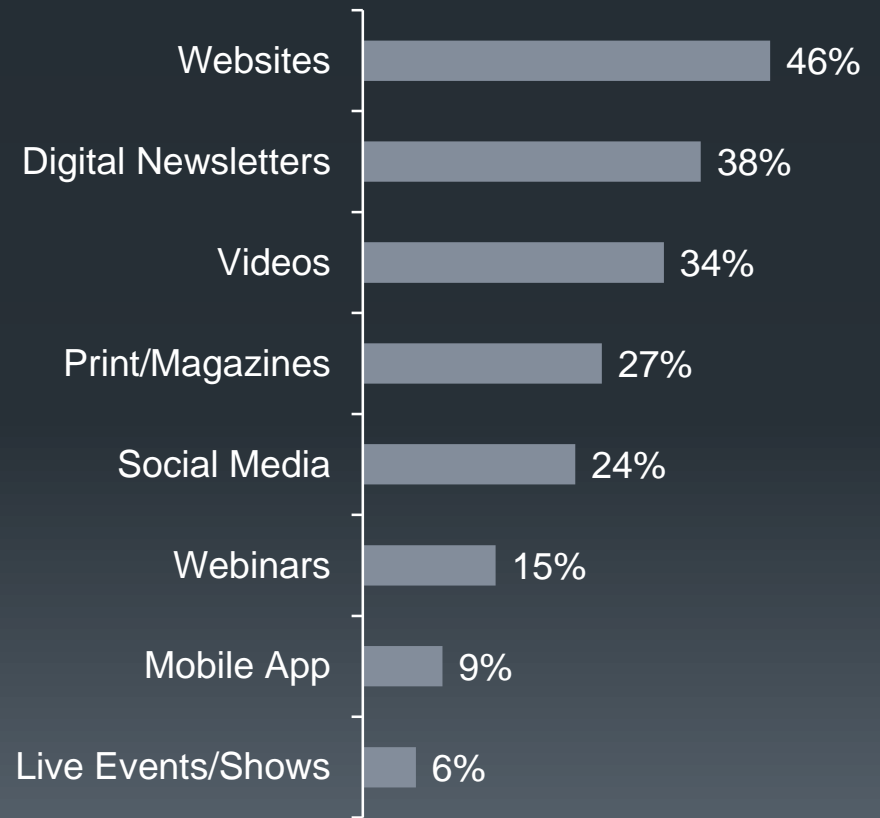


Which media would you use to learn about telematics?

Which media would you use most often to learn about telematics? (Choose one)

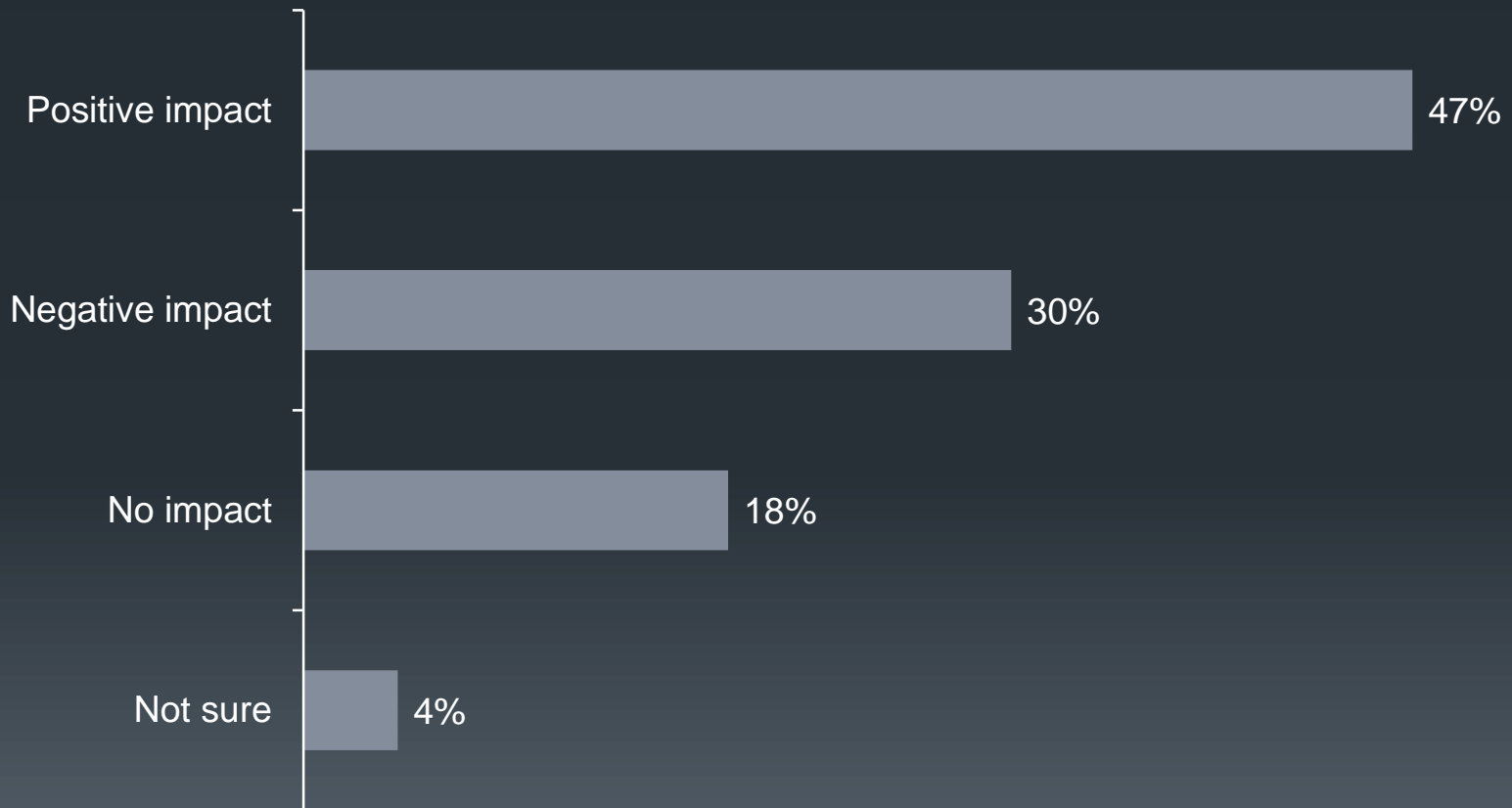


Is there any other media you would use? (Select all that apply)



## Nearly half of respondents believe Telematics will have a positive impact on their shop <sup>6</sup>

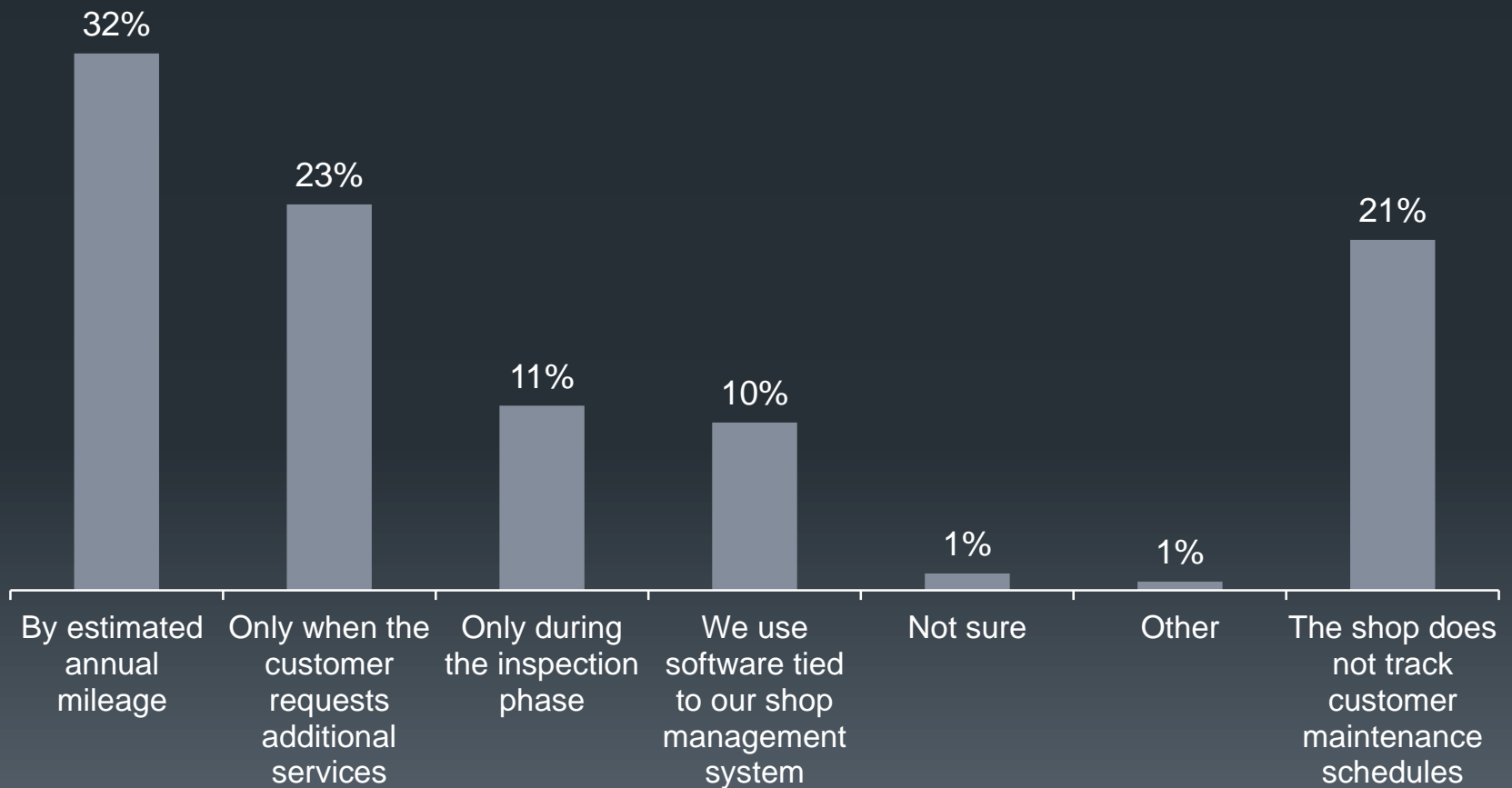
Based on your knowledge of telematics right now, what type of impact do you think telematics will have on your shop in the next 12 months?



# Respondents indicate that their shops track maintenance needs in a variety of ways, most often by estimated annual mileage

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How does your shop currently track customer maintenance schedules?

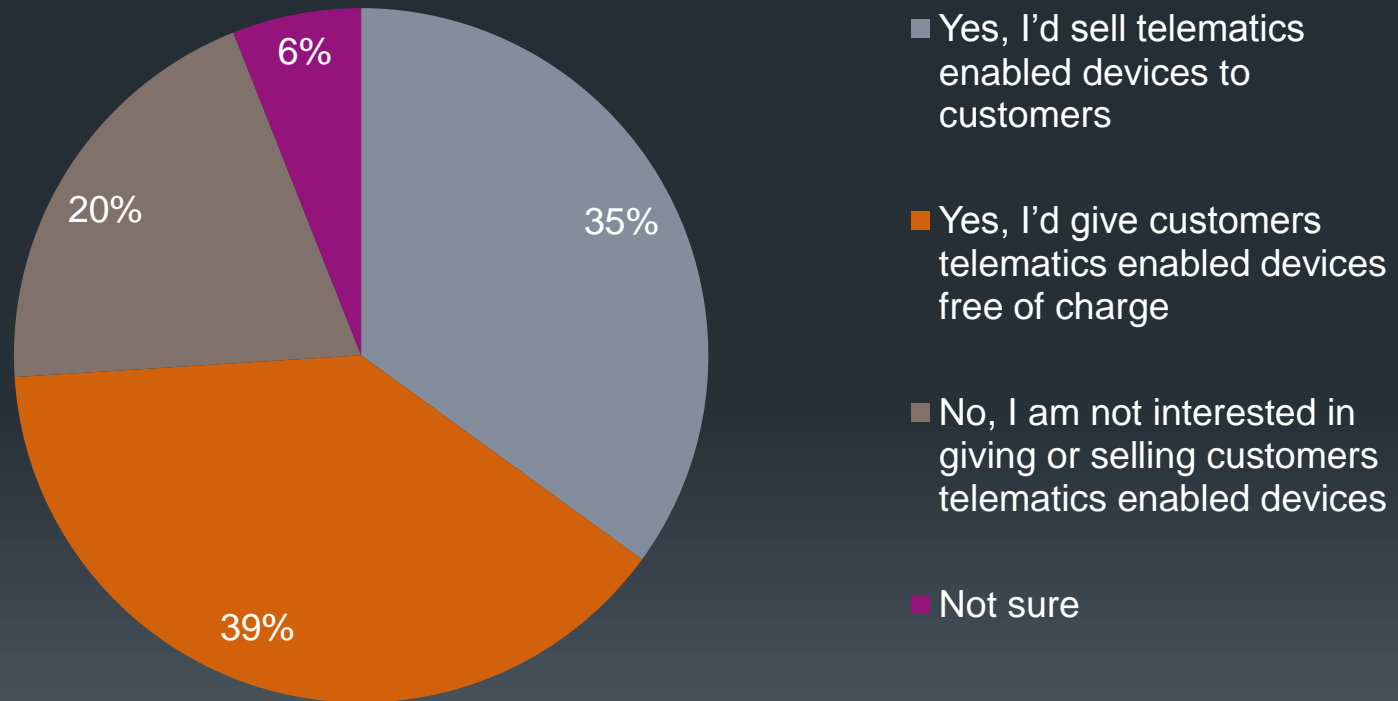


N=286  
NOTE: Total does not equal 100% due to rounding

## Nearly 75% of respondents would either give or sell customers a Telematics enabled device with a service agreement to help facilitate business

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Would you be willing to give or sell your customers a telematics enabled device (dongle/bluetooth) with a service agreement to help them track maintenance, perform remote diagnostics, and make them aware of current promotions?

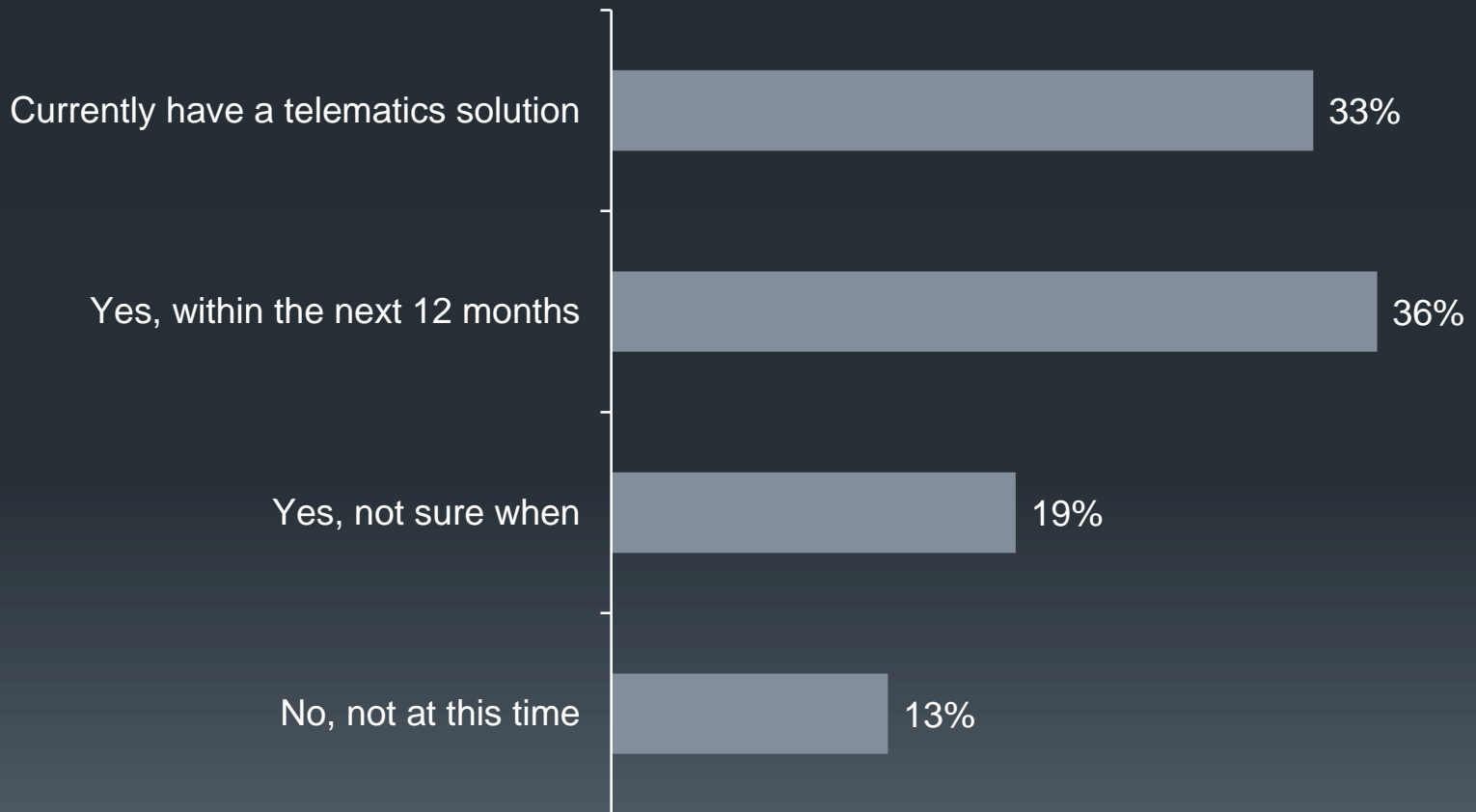




**One-third of respondents currently have a Telematics driven customer service solution, however, over half (55%) plan to implement one**



Does your shop currently have or plan to implement a telematics driven customer service solution?

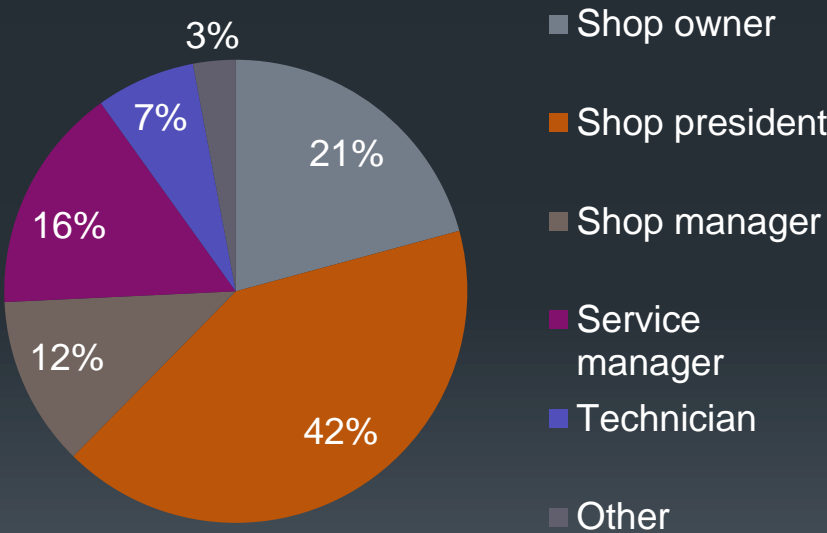




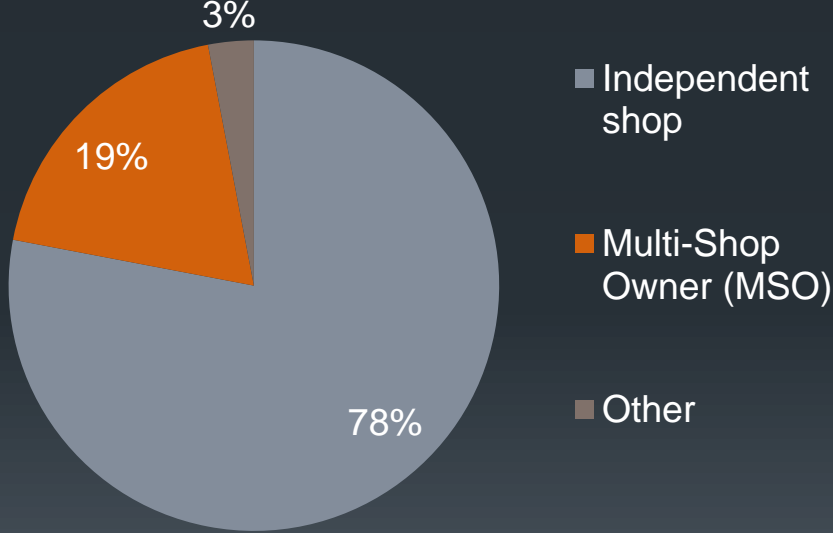
# Demographics

The average shop responding has 9.0 bays

What title most closely describes your current job?



What type of shop do you own or work for?



N=286  
NOTE: Total does not equal 100% due to rounding

