autotext.me Launches DVI Customer Insights

autotext.me Launches DVI Customer Insights technology to help shops determine best practices and improve customer communication.

DALLAS, TX, UNITED STATES, October 15, 2019 /EINPresswire.com/ -- autotext.me releases new Customer Insights, which provides helpful analytics on customer engagement of its DVI (Digital Vehicle Inspection). This new technology gives shops insight as to what sections the customer has viewed in autotext.me's DVI. Shops will further be able to see if and when a picture or video was viewed along with whether a video was viewed in its entirety. autotext.me clients can leverage this data to determine how to communicate better with customers and establish best practices for DVI documentation by technicians.

"Creating some sort of policy on how many pictures to capture is a great concept to follow, but we believe that a client should have the data that backs up that policy and supports why it was established. autotext.me wants to equip shops with the ability to no longer depend on conventional assumptions and practices that can fall short but rather be able to truly measure, manage, and fully implement the powerful solution of the DVI," explains Chris Cloutier, autotext.me founder and co-owner of multi-shop operation, Golden Rule Auto Care.

CUSTOMER INSIGHTS
Joe Paluka - 2002 Honda Odyssey

	Description	Link	# of views	Total Time
⏱	Total DVI View Time	--	--	04 minute(s) 16 second(s)
👤	Viewed **Customer Info** section	--	3	25 second(s)
✓	Viewed **Good Items** section	--	1	15 second(s)
✗	Viewed **Require Urgent Attention** section	--	2	2 minute(s) 7 second(s)
⚠	Viewed **Require Future Attention** section	--	1	1 minute(s) 14 second(s)
◎	Viewed **Tire** section	--	1	15 second(s)
📷	Viewed image for **RVH**	View Image	1	11 second(s)
📷	Viewed image for **RF tire**	View Image	1	03 second(s)
📷	Viewed image for **Exterior Photos**	View Image	1	03 second(s)
📷	Viewed image for **Engine Oil**	View Image	1	04 second(s)
📷	Viewed image for **Transmission Fluid**	View Image	2	06 second(s)
📷	Viewed image for **Hoses**	View Image	2	16 second(s)
📷	Viewed image for **Shocks / Struts / Springs**	View Image	2	19 second(s)
📷	Viewed image for **Shocks / Struts / Springs**	View Image	1	03 second(s)
📷	Viewed image for **Shocks / Struts / Springs**	View Image	1	15 second(s)
🎥	Viewed video for **Undercar**	View Video	1	15 second(s)

ATMe DVI Customer Insights

"To illustrate, the average watch time of a Facebook video is ten seconds. Maybe your DVI videos are too long, and consumers are only watching parts of those videos," shares Chris. "Customer Insights will enable shops to really dial in on how to best communicate with their customers and utilize the DVI for achieving optimal results."

About autotext.me

Created and developed by a shop owner, autotext.me is a comprehensive, cloud-based tool delivering digital solutions for workflow management, communication, vehicle inspections, work orders, quality control, and customer rewards and referrals. autotext.me focuses on streamlining everyday processes, leading to greater shop efficiency, productivity, and customer

satisfaction.

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