



Mobile application for Volkswagen Group Rus

Case study

Customer profile



Volkswagen Group Russia

The OOO Volkswagen Group Rus is a subsidiary of the German multinational automotive manufacturing company Volkswagen AG.

Needs and challenges

The client's objective was the development of an original mobile application that will be also individually adapted to every brand of the VGR.

Qulix challenges:

- ✓ Design and implementation of a server side for app data storage and updating
- ✓ Realization of server support and mobile app updates
- ✓ Application up-grade as needed

Results

Qulix successfully developed and implemented a mobile application consisting of the following parts:

- | **Mobile map of Volkswagen certified service centers**
- | **Detailed information about a service center**
- | **Background information**

Mobile map of Volkswagen certified service centers

- | **Navigation from a user current location to the next service center**
- | **Option to add service center to the favorites list to receive an access to more detailed information**
- | **A service center finder by using smart phone camera and the technology of augmented reality**
- | **List of the nearest service centers depending on the current location of the vehicle**
- | **Current customer GPS position**

Detailed information about a service center

- | Making a phone call to the service center from a smart phone
- | Sending an email to the service center
- | Exact address of the center
- | Repair charges and details based on the information about the car stored in the smart phone configurations
- | Special offers (marketing campaigns, discounts, etc.)
- | App server side supporting CRUD for dealers through web interface

Background information

- | Access to the mobile version of the VW web-site
- | Guide of indicators symbols in car
- | Information about such programs as:
 - | mobility guarantee
 - | mobility guarantee extension
 - | possible repair financing
 - | service centers for corporate clients

System configurations

- Clients' personal data (name, phone number, etc.)
- Information about vehicle (VIN, car's brand name, model, etc.)

Tools and Technologies

iOS



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