

INDIVIDUALLY BRANDED AR SUPPORT APPS IMPROVE CUSTOMER EXPERIENCE

BENEFITS



Added value to the end-user increases customer loyalty



Offer customized support apps to all your brands - with a single solution

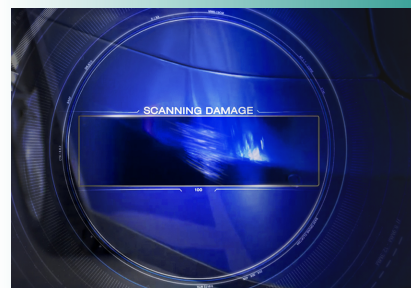


Create an excellent user experience through recognizable branding

CHALLENGE

NUMEROUS REMOTE SUPPORT SOLUTIONS FOR REFINISH INDUSTRY BRANDS

Painting a car is a complex process. Various coats must be applied under precisely defined conditions until the paint acquires its properties. Chemical expert and leading supplier of automotive coatings BASF not only offers a comprehensive selection of paint and color formulations but also remote support directly to the body-shops for each of its brands. Glasurit and R-M are just two of the brands that triggered the need for BASF to find a remote support solution.



SOLUTION

FLEXIBLE WHITE LABEL SOLUTION FOR DEDICATED REMOTE SUPPORT

The REFLEKT Remote white label solution enables BASF to simplify remote support for numerous independent brands under the umbrella of one large enterprise. Now BASF can quickly and easily launch limitless branded remote support applications for each business unit whilst centralizing the support of all brands in one place. The solution empowers BASF to roll-out a range of customized remote support apps at scale.

