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TECHNOLOGY NEWSMAKER Q&A JEREMY FRY

By: [Brian Albright](#) | Tuesday, June 7, 2016 – 06:00

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Brian Albright

Autologic Diagnostics recently launched AssistMobile, a mobile phone app that complements the company's flagship Autologic Assist cloud-based vehicle-connected support service. The system connects repair shops with diagnosis and repair issues, and in the past 12 months the service has fielded more than 300,000 vehicle repair requests. Using the mobile app, customers can enter fault codes and scan VINs using their phones to better assess repairs and contact technical support.



Aftermarket Business World spoke with Autologic Diagnostics Group CEO Jeremy Fry about the new app.

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How does the functionality of AssistMobile differ from the Autologic Assist product?

We recognize that customers are looking for expediency in getting a vehicle that is troublesome off the ramp and getting it fixed. They just want to use other technologies as well. The technician who is working in that garage actually has a mobile device; a lot of the diagnostic products in the marketplace are not pocket-sized.

AssistMobile is another way the customer can engage directly from

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the vehicle and request technical support. It's a stripped down version of Assist. You can use the camera on the phone to scan the VIN bar code and find the relevant vehicle information. The app takes you through a short and pithy number of screens that request additional information about fault codes, etc. Then that is fired off to our technical support center.

Who are the target end users within a repair shop for the mobile product?

We're not targeting the shop owner. We are trying to facilitate the technician that has to deal with the vehicle. We have a number of other complementary components to the app we will be rolling out that will make it easier to interface with other technologies that exist within a garage. That will make it applicable for the garage owner to manage the workflow within the operation.

Almost all technicians we've spoken too always have their phones with them, and they think it would be cool if they could access technical support from the phone.

Do you see a big market for mobile apps in the aftermarket?

Yes. We've seen a terrific increase in the way technology is being used in every walk of life. You are hard pressed now to see anybody in the 21st century who is not using a phone in some way in their life. Its difficult to separate an active user from their phone and stop them from using it in the work place. Automotive has been a little bit behind in use of technology, but vehicles are some of the most complicated pieces of technology that exists. To have technology available to assist in repair of these complicated instruments is important. We will see an increase in the pace at which mobile applications on smartphones will come into the marketplace.

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