



## Unlocking the Value in After Sales Data

Cognitran's Analytic Solutions deliver vital insights into activity and issues in the repair network, furnishing OEMs with the ability to react in real-time to proactively support the dealer networks, technicians and customers.

The data provides in-depth information on Authorised Repairer Loyalty, customer satisfaction, customer preferences and uptake on campaigns, accessories, extended warranty etc.

Our cloud based solution covers over 100 million daily events. The data is stored in a structured format, allowing for real time event intelligence to provide a snapshot of activities. A flexible dashboard summarises activity across each OEM's repair network, with the facility to drill down to individual vehicle events.

## Predictive Information and Quality Assurance

Vehicle Data indicates the current health of the vehicle and is utilised to identify customer trends in relation to dealing with particular quality issues and any subsequent repair events.

This data can be used by the OEMs to proactively schedule repairs, order parts and thereby keep the vehicle within the Authorised Repair Network.

The real-time and historical tracking of diagnostic events helps to identify trends with common and emerging product concerns quickly. Fixes and service actions can then be brought to market much sooner, avoiding expensive product recalls and supply chain shortages, with the consequent brand damage these events bring.

Feedback is delivered directly to the document and diagnostic authors, allowing for the tracking of the penetration of key documents such as service bulletins and Field Service Actions, as well as the monitoring of technician paths to repair.

By aggregating and linking data across various sources, it becomes possible to correlate patterns of activity and information that are not normally visible in After Sales data.

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**Cognitran Dashboard View**

Current Filter: Jaguar F-Type X152 / 2012-2016 / Administrators / Europe

**Map**

**User Countries**

User Countries	Total
UK	2736118
China	1154339
USA	815660
Russia	603912
Germany	370104
Kazakhstan	299301
France	223080
Italy	215998
Spain	212314
Brazil	110697

**Top 10 User Countries**

**User Types**

User Types	Total
Authorised Repairer	6779698
Employee	401960
Guest	299189
Independent Operator	282951
Manufacturer	37068
NSC	11149

**Document Groups**

Document Groups	Total
Bulletins	511305
Maintenance, Storage & PDI	472528
Workshop Manual	412515
Technical Bulletins	28837
Electrical Information	165409
Special Service Messages	141274
Accessory Fitting	26885
Owner's Information	22301
General	14743
Retailer Standards & Training	6170

**Document ID**

Document ID	Total
590226	49367
598885	42342
598143	42165
538135	42005
598151	40465
566971	34278
582848	28003
596396	27916
642494	26689
642503	25693

**Document Title**

Document Title	Total
Checksheet Range Rover Evoque / L538	117923
Oxygen (02) Sensors	76390
Service Action - Oxygen (02) Sensors	75420
Checksheet Range Rover Evoque / L538	70536
Checksheet Discovery Sport / L550	58442
Checksheet Range Rover Sport / L494	57901
Checksheet XF / X250 2012-2015	56923
GTDI 点火	52087
Vehicle Door Will Not Latch	49368
Checksheet Range Rover Sport / L494	43786

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# Supporting OEM Revenue Growth

Cognitran Analytics provide opportunities to not only reduce OEM and Dealer costs, but also to grow OEM revenue through increased parts and accessory sales, developing new revenue streams through the supply of services.

The combination of Cognitran products, such as ITIS and the Digital Service Record, allows for tracking of customer and vehicle activity through the entire vehicle lifecycle, including key points such as change of vehicle ownership.

The information available also supports your Dealers in providing tailored offers and personalised services to individual customers. Through incorporating connected car information, Cognitran delivers additional opportunities for significant new revenue streams.

## Dashboards – your route to better information

Large, real-time data sets can only deliver value when data is mined, organised, and presented in a clear format focused on key business drivers. The Cognitran team will work with you to develop a unique model

of the data you need to track and how it should be linked to provide meaningful information and business insight.

Your customised data dashboard will present the data you need to see in a clear format suitable for all business users. Individual teams and business functions can drill down to the level of detail they need.

## Real-time Data

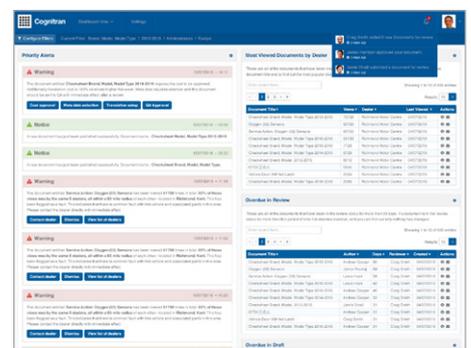
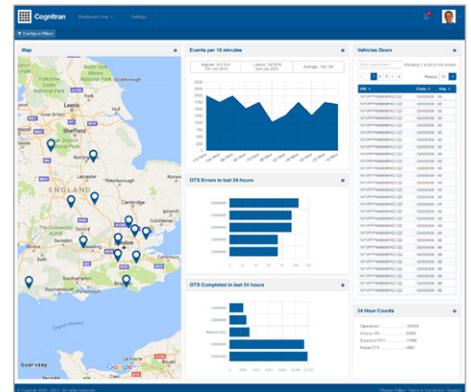
The dashboard can filter reporting of the data down to individual markets, locations and service centres.

Cognitran Analytics provides dashboards that can be configured as strategic, covering real-time data on key business drivers, operational, for real-time monitoring and support of critical repair network activities, and trends, which facilitates predictive analysis and continuous improvement.

## Optimization of Repairs

Cognitran Analytics allow for optimization of repair diagnostics through determining the multiple threads, dependencies and order of diagnostic routines thus providing the optimal probability path for successful diagnosis. This can potentially save substantial time in dealerships and improve customer satisfaction.

Diagnostic routines that commonly result in no fault being identified can also be highlighted to support QA and improve first time repair performance. The facility to drill down on the data to individual vehicles allows for remote or local assistance to be provided where appropriate to further reduce downtime.



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Dashboard View ▼ Settings

Configure Filters
Current Filter: Jaguar F-Type X152 / 2012-2016 / Administrators / Europe

### Document States

Documents in Review

20.00%

Documents in Draft

10.00%

Documents Published

60.00%

Documents Rejected

10.00%

### Top Author

Andrew Cooper

Documents Published

581

10 Documents in Review

2 Documents in Draft

0 Documents Rejected

2 Documents created today

3 Documents created this week

12 Documents created this month

### All Documents in the system

Showing 1 to 10 of 100 entries

Results 10 ▼

Document Title	Author	Model	Model Year	Language	Publication Type	Created	Actions
Checksheets Range Rover Evoque / L538 2013-2015	Andrew Cooper	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Oxygen (02) Sensors	Jetnor Rnustaj	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Service Action: Oxygen (02) Sensors	Lewis Hock	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Checksheets Range Rover Evoque / L538 2016-2016	Jamie Chapman	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Checksheets Discovery Sport / L550 2016-2016	Andrew Cooper	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Checksheets Range Rover Sport / L494 2014-2015	Andrew Cooper	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Checksheets XF / X250 2012-2015	Jamie Vinall	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
GTDI 点火	Andrew Cooper	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Vehicle Door Will Not Latch	Craig Smith	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>
Checksheets Range Rover Sport / L494 2016-2016	Andrew Cooper	F-Type X152	2016	English (UK)	Bulletin	04/07/2016	<span>🔍</span> <span>✉</span>

### Documents in Draft

### Documents in Review

If you would like to know more about Cognitran and our solutions including Analytics please get in touch by emailing [sales@cognitran.com](mailto:sales@cognitran.com) or by calling +44 (0)1245 383040. Discover more at [www.cognitran.com](http://www.cognitran.com)

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