

Audi UK launches new online aftersales tool 'Audi Cam' created by multi-channel agency Masters Allen

Submitted by: Masters Allen Ltd

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Audi UK has partnered with multi-channel creative agency Masters Allen (<http://mastersallen.co.uk>) to produce a revolutionary new aftersales tool. 'Audi Cam' allows Audi Centre Service Advisors to video a customer's vehicle during a service and upload the footage to a secure website.

Paul Knight, aftersales product manager at Audi UK says "This system is an industry first that enhances our customers' aftersales experience by building loyalty and trust through increased openness."

A secure Audi Cam link is emailed to the customer within minutes of uploading the footage. The customer can simply view the clips and authorise any additional work via their PC or smart phone.

Ben Astill, digital development director at Masters Allen commented "We built the system using the trusted open source platform 'Drupal', adding specialist coding to ensure it remains stable and produces consistently fast streaming with a reduced load time on the video clips."

Audi Cam was launched across all UK Audi Centres at the end of July.

NOTES TO EDITORS

Masters Allen is a multi-disciplinary creative design and marketing agency based in Leicestershire providing effective design solutions across a wide range of visual communications.

Creative services include: branding and identity development, graphic design, web design, search engine marketing and the agency has extensive experience in print design, web design and marketing across multiple media platforms.

The ethos of the company is based on working to the individual requirements of each client, the creative team of professional designers, developers and account managers oversee each project from conception to completion, ensuring they consistently provide strong ideas with solid design – on budget and on time.

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