

Our solution to part selection

A Case Study

Nothing is simple about choosing the right vehicle glass, but nothing is more important to superior service. The pace of technological innovation in the auto industry is so rapid that it's increasingly difficult to select the right part when service is needed. Adding to this challenge, at Safelite® we must often schedule appointments and order auto glass without ever seeing the vehicle, relying instead on information from customers and our insurance partners to inform our glass selections.



The Challenge

To improve accuracy of part selection that limits the need to reschedule appointments and demonstrates our respect for customers' time.



The Key Insight

Most customers aren't familiar with the more technical features in their car—like Pedestrian Crash Avoidance Mitigation or Dedicated Short-Range Vehicular Communications Systems—that require specific parts. So when drivers need to identify these features so we can select the right parts, it's confusing for them and introduces a margin of error for service providers that is both inefficient and frustrating.



Our Solution

Leveraging years of industry experience, Safelite streamlined the process through Simple Parts Selection (SPS), which maps the vehicle identification number (VIN) to the factory-installed part. In July of 2018, Safelite launched an addition to SPS called Vehicle Characteristic Data Exchange (VCDX), a machine learning/artificial intelligence service that mines invoice data and matches VIN number patterns to the selected part. Once a definitive pattern is established, that part is automatically selected the next time a vehicle with the same pattern appears. The technology was developed by our dedicated innovation hub, Safelite® Works, and was completed in less than five months.



The Results

With this new VCDX tool, we can map VIN to part 500,000 more times each year, which will result in 14,000 fewer part selection errors, and, most importantly, a much more efficient, pleasant experience for customers.

To learn more about how Safelite® Solutions is working in the pursuit of new and better ways to deliver a superior customer experience, visit safelitesolutions.com.