

Safety First:

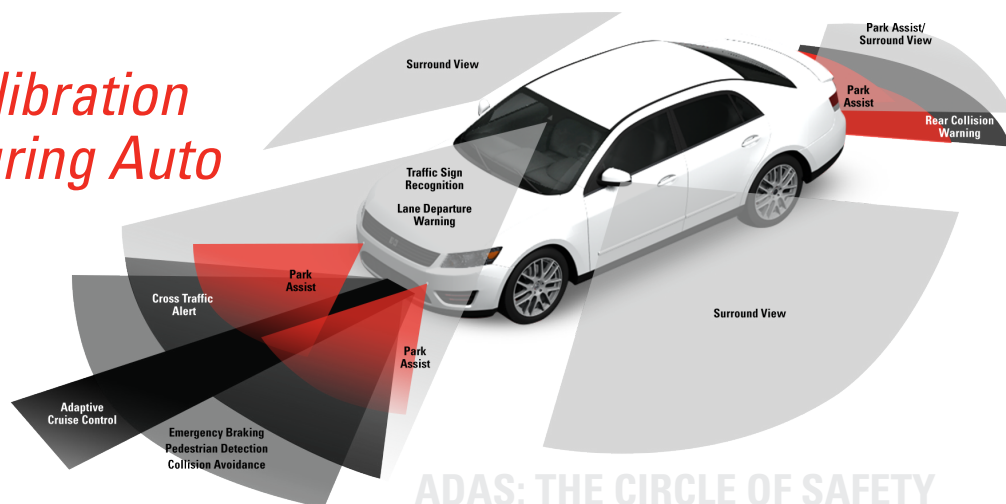
Offering ADAS Recalibration and Convenience During Auto Glass Replacement

By Joanne Sammer

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Once limited to high-end luxury automobiles, Advanced Driver Assistance Systems (ADAS) are becoming a fixture in vehicles of all types. This technology is designed to alert drivers to specific dangers including such features as 360 degree cameras, warnings when the vehicle starts drifting into another lane of traffic, and automatic emergency braking. A 2015 survey by McKinsey & Company estimates that up to 17 percent of new car buyers in the U.S. choose to purchase optional ADAS and, more importantly, 89 percent of the drivers currently using ADAS want to purchase a car with these systems in the future. ¹ As prices for ADAS decline, the demand for these systems is likely to increase even more.

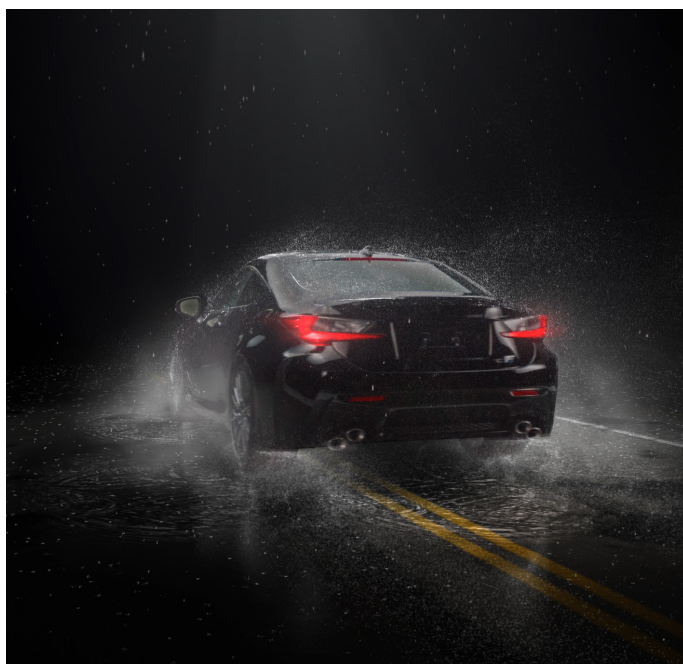
For those responsible for repairing and maintaining these vehicles, particularly when repairs and maintenance involve windshields and other auto glass, ADAS represents new challenges that must be addressed to ensure driver, passenger and pedestrian safety. For example, because ADAS sensors are often front-facing cameras located on the windshield, replacement of that glass requires those cameras to be removed from the old glass and correctly placed on the new glass.

Nearly all vehicle manufacturers require that the driver assist systems be carefully recalibrated following this type of procedure to ensure that the technology is operating as it should and at maximum capacity and precision. The fact that ADAS sensors and other technology must be in correct working order is not in question. Driver, passenger and pedestrian safety is at stake if ADAS is not working exactly as intended. If ADAS technology is not recalibrated, the system may go offline and remain unusable or unavailable to drivers.



“ Experts project growth in ADAS use to range from 10 to 29 percent through 2020. ² ”

As drivers get used to relying on this technology in everyday driving situations, a situation where ADAS is not available could compromise safety. In other cases, ADAS technology may appear to be working but may in fact need recalibration, potentially sending wrong signals to vehicle safety systems and possibly the driver. For example, the system may incorrectly sense that the vehicle is drifting into another lane and compromise safety by trying to adjust the vehicle's path.



One way drivers may avoid these potential problems is to make sure ADAS is recalibrated right after a windshield replacement. Unfortunately, what sounds like a simple two-step process for vehicle owners and drivers — replace the windshield and recalibrate the ADAS — is in fact often more complicated than it needs to be. In the current marketplace, most drivers face a two-step, two-stop process to complete the replacement and recalibration — the first stop for glass replacement and the second stop, usually to the new car dealer service department, to have the ADAS carefully recalibrated to get the system back to working as it should.

In an age when driving and distracted walking is on the rise, having ADAS operating at an optimal level

ADAS relies on an array of cameras and sensors in the vehicle. Technology on the windshield specifically could include:

- Windshield-embedded video sensors as part of the lane departure alert/lane keep assist system
- Collision avoidance systems with a camera(s) and other sensors located on the windshield
- Automatic rain-sensing windshield wipers
- Sensors to help moderate the vehicle's cruise control, defroster, and lights
- Heads-up displays to project an "overlay" of important information on the windshield
- Night vision with an infrared camera mounted on the windshield
- Hydrophobic coating to cause rain to run off and improve visibility in inclement weather ³

at all times is important to ensure crash mitigation and pedestrian safety. And as ADAS evolves from optional to standard equipment in new vehicles in response to buyer demand and government safety mandates, making sure ADAS is continually operating correctly and available to drivers will only become more important.

The Safelite AutoGlass® Solution: Safety, Convenience and Education

Recognizing the importance of optimum safety following windshield replacement, Safelite AutoGlass® has developed a one-stop glass replacement and ADAS camera recalibration service. By having both services available in the same place, drivers will be assured that their ADAS technology is always available and operating properly.

The Safelite solution, the result of a two-year effort and a multi-million-dollar investment to develop and

implement at Safelite locations across the U.S., offers trained technicians to provide glass replacement and ADAS recalibration in-shop or, if possible, during mobile service calls.

The focus of this effort is to ensure that the service framework for glass replacement/ADAS recalibration is available to provide customers with an exceptional and efficient service experience. Most importantly, the Safelite solution also has capacity to scale up and change as more vehicles come equipped with ADAS technology and as ADAS itself evolves over time.

As designed, the Safelite solution also offers important capacity for ADAS recalibration in the marketplace. As ADAS becomes more common in new vehicles, new car service departments may not be able to support immediate recalibration with a consistent service experience. This can happen for a number of reasons, including the lack of necessary equipment and enough trained technicians to handle growing demand for ADAS recalibration services. In some cases, the already overbooked dealer service departments may simply lack the capacity to handle recalibration requests in a timely way.

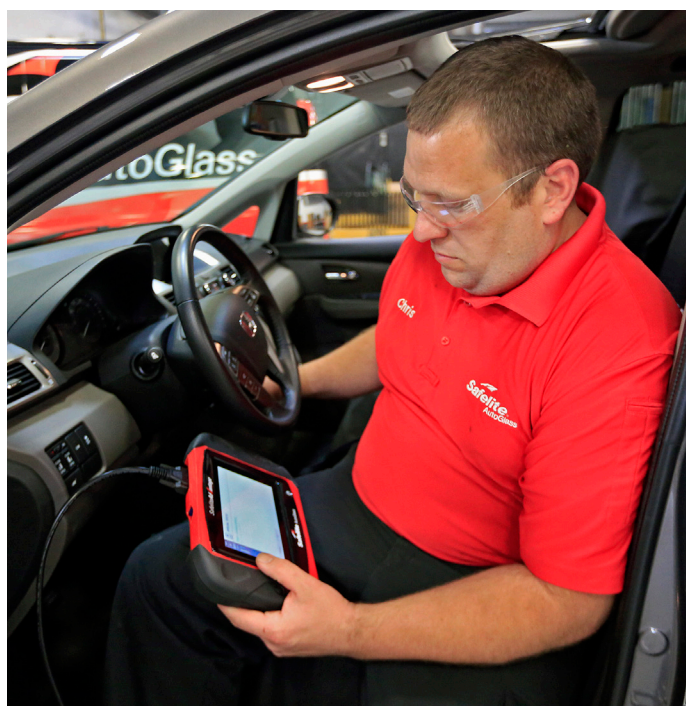
Safelite has collaborated with Bosch, the world's largest automotive supplier according to Automotive News and a manufacturer of the tools used in the aftermarket to conduct recalibration. By using Bosch equipment and highly trained Safelite technicians, the Safelite solution can promise recalibration services and outcomes that customers could get from dealer service departments, but with greater convenience.

The Case for Convenience

The convenience factor in a glass replacement/ADAS recalibration situation cannot be overemphasized. Quite simply, anything that is viewed as inconvenient by consumers, like making an extra stop to recalibrate ADAS technology following auto glass replacement, is much more likely to be avoided. After all, people do not always do what is inconvenient even when it is in their

best interest. One study found that ten percent of drug prescriptions go unfilled because people find doing so to be too inconvenient.⁴ Considering the importance of such medications to most people's well-being, avoiding recalibration is less surprising.

Inconvenience can also be a mark against both insurers and service providers. One customer behavior survey found that two-thirds of respondents are likely to stop spending money with a company as a result of a "high-effort" experience and a third are extremely likely to do so.⁵



For insurance companies, these findings can be particularly important. A J.D. Power survey found that, "satisfaction with the claims experience impacts customer retention and referrals." While more than 80 percent of satisfied customers will definitely renew their policy and recommend their insurer, only ten percent of those who were not satisfied say that they will definitely renew and recommend their insurer.⁶

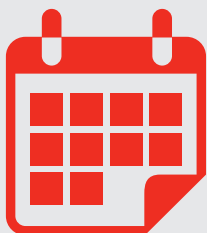
Fair or not, some insureds are likely to tie an inconvenient auto glass replacement and recalibration experience to the insurer paying the claim for that work.

Five Steps to Greater Safety

For insurance carriers and their insured customers, the Safelite one-stop glass replacement and ADAS camera recalibration process has been structured to be as simple and convenient as possible. The process occurs as follows:

1

When a customer calls or schedules an online appointment for glass replacement, the customer is notified if the vehicle has ADAS technology and will require camera recalibration. Once at the appointment, the technician will confirm and communicate that need.



2

The technician will explain what recalibration is and why it is important for safety reasons to ensure that all safety systems in the vehicle continue to work as intended without interruption. The technician will let customers know how long the glass replacement/ADAS recalibration process is likely to take.



3

The technician will explain to customers what type of recalibration is required and how it will be performed. Static recalibration must occur in a Safelite location. Dynamic recalibration requires the technician to drive the car to recalibrate the system and can be handled on a mobile basis. Dual recalibration requires both static and dynamic processes.



4

Once the glass replacement/ADAS recalibration work is completed, the insurance carrier will receive one invoice for the entire service.



5

Safelite can be a resource to both customers and insurance carriers and agents. Safelite works directly with insurance agencies and individual agents to make them aware of the Safelite solution and to educate agents on the importance of ADAS recalibration and how it works so they can share information with insureds.



Preparing for a Safer Future

As vehicle safety technology becomes more commonplace, drivers will need to become more aware of and educated about the importance of keeping their vehicles operating at peak performance. Educating vehicle owners and drivers about ADAS and the need to keep these systems calibrated and fully operational is a key part of that education.

In addition to increasing safety and customer convenience, there is another, less obvious, benefit to the Safelite solution. Although making sure all vehicle safety systems are in order is the responsibility of the owner of the vehicle, many vehicle owners may not know what they have to do to keep ADAS in working order or what will happen if they don't. Therefore, auto glass replacement and ADAS recalibration represent an opportunity to educate customers about ADAS.



For that reason, Safelite's auto glass technicians and support staff, who are at the front line of glass replacement/ADAS recalibration situations, will be able to serve an important role in educating customers.

This education goes beyond how glass replacement can impact the effective operation of those systems and often covers how these systems work, the importance of making sure ADAS technology is operating effectively at all times and the risks involved when ADAS systems are offline or not functioning optimally.

In addition, insurance carriers and agents providing information and support about ADAS recalibration and how this technology works to keep drivers, passengers and pedestrians safer have a new opportunity to interact positively with customers and solidify those customer relationships. When insurance carriers provide this type of support, they can help to direct those customers to an enhanced customer experience at a time when getting a necessary repair for damaged auto glass can be inconvenient.

The ultimate goal of all of this interaction is to create more safety-savvy drivers. Once they understand and value what ADAS can do from a safety perspective, these customers are far more likely to use the technology as intended and to recognize the value and need to keep it operating as intended to improve safety for everyone on the road. That is a win for everyone involved.

Endnotes

1 Seunghyuk Choi, Fredrik Hansson, Hans-Werner Kaas, and John Newman, "Capturing the advanced driver-assistance systems opportunity," January 2016, <http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/capturing-the-advanced-driver-assistance-systems-opportunity>

2 Seunghyuk Choi, Florian Thalmayr, Dominik Wee, and Florian Weig, "Advanced driver-assistance systems: Challenges and opportunities ahead," February 2016, <http://www.mckinsey.com/industries/semiconductors/our-insights/advanced-driver-assistance-systems-challenges-and-opportunities-ahead>

3 Mike Antich, "The Impact of the 'Smart' Windshield on Fleet Operations," February 2016, <http://www.automotive-fleet.com/blog/market-trends/story/2016/02/the-impact-of-the-smart-windshield-on-fleet-operations.aspx>

4 Boston Consulting Group, "The Hidden Epidemic: Finding a Cure for Unfilled Prescriptions and Missed Doses," December 2003, <https://www.bcg.com/documents/file14265.pdf>

5 Avaya, Inc., "Avaya Customer Effort Impact Study: The cost of inconvenience, 2014," <https://www.avaya.com/en/documents/avaya-customer-effort-impact-study—the-cost-of-inconvenience—sme7395.pdf>

6 J.D. Power, "J.D. Power 2015 U.S. Auto Claims Satisfaction Study," 2015 <http://www.jdpower.com/press-releases/2015-us-auto-claims-satisfaction-study>

About the Author

Joanne Sammer (joannesammer.com) is an award-winning business and financial writer and content creator. Her work has been published in a range of business and financial publications, including Forbes, Business Finance and Compliance Week.