



Mercedes-Benz

ПАНАВТО

Success Story
Mercedes-Benz Panavto Moskau

The key to a new dream car. Efficient organisation in every department.

Introduction - our client:

The car dealer Mercedes-Benz Panavto has been successfully selling and servicing Mercedes-Benz vehicles for 29 years. In the meantime, Panavto can be found at 3 locations in the greater Moscow area and sells over 15,000 vehicles annually. Every tenth new Mercedes-Benz in Russia is sold at the Panavto dealership. This is also due to the fact that it has won an award for Dealer of the Year almost every year since 2013.

70%

less
Lost keys

5

Hours weekly
saved on search

800

Vehicles go through
ecos systems monthly

The challenge:

In one month, the 2 equipped locations of the car dealership sell around 400 vehicles. Without proper organisation, it is hardly possible to maintain an overview and live efficient processes.

In the past, keys had to be searched for a long time and were sometimes completely misplaced. An aggravating factor here was that in a car dealership that only sells one brand and specialises in new cars, it is very difficult to distinguish keys from each other based on mere appearance.

Furthermore, a new vehicle passes through several departments at the dealership: First, the new vehicles are received and entered into the system, then some of them are shown in the showroom, and finally they pass through the workshop area before being delivered to the customer.

The challenge here is to ensure a complete overview of the keys across all departments and to efficiently manage their handover or issue.



Our solution:

ecos systems has been supporting the processes of Mercedes-Benz Panavto since 2018. A total of 11 key cabinets are in use. These are divided among the three most important departments.

1) New vehicles



Five ecos key 180 key boxes with roller blinds are used to register the incoming new vehicles and to read the keys into the ecos webman.

Mercedes-Benz Panavto has chosen the roller blind version so that the employees in the narrow corridor are not disturbed at work. In addition, it can be set so that the „door“ remains open continuously at peak times to enable faster work.

2) Showroom



Furthermore, the keys are also managed electronically in the showroom. This is a very big support for the sales team, because on the one hand the customer does not have to wait long to test drive his vehicle. On the other hand, the salesperson does not have to worry about whether he will find the key quickly this time or not. This makes the entire sales talk more relaxed and has a direct impact on the success of the entire dealership.

3) Workshop



The third area where electronic key management is used is the workshop area. The car keys are hung in the key cabinet for the time of maintenance or repair. With the help of the function „object group and dynamic slots“, the keys can be inserted from one key cabinet into the other and recognised there in turn.

The key to a new dream car. Efficient organisation in every department.

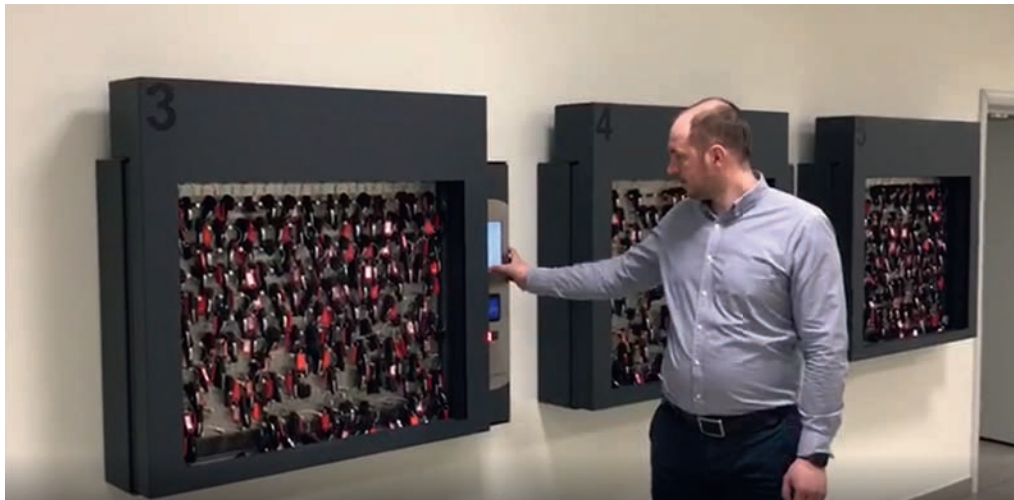
The result:

Since its introduction, the processes in the dealership have been further digitalised and optimised accordingly: Customers can drive their test cars faster and when a new car delivery arrives, the vehicle keys can be stored more quickly.

The employees' sense of responsibility has also improved. Since it is very easy to track who had which key last and to hold the respective person responsible, everyone pays more attention. Today, up to 80% fewer keys are lost than before the introduction of the ecos systems key cabinets. If a key does have to be found, the time required has been reduced from several hours to a few minutes.

Another advantage is that the key cabinet in the showroom can be used to measure sales activities. Both the time at which the most vehicles are borrowed and the salespeople with the most borrowings.

This way, a ranking of the most popular vehicles can be regularly compiled.



Our systems in action at Mercedes Panavto

Due to its outstanding success so far, Mercedes-Benz Panavto has also opted for 4 electronic key cabinets at its new location.

