
DAIMLER AG

Case Study: Interactive guides System Implementation





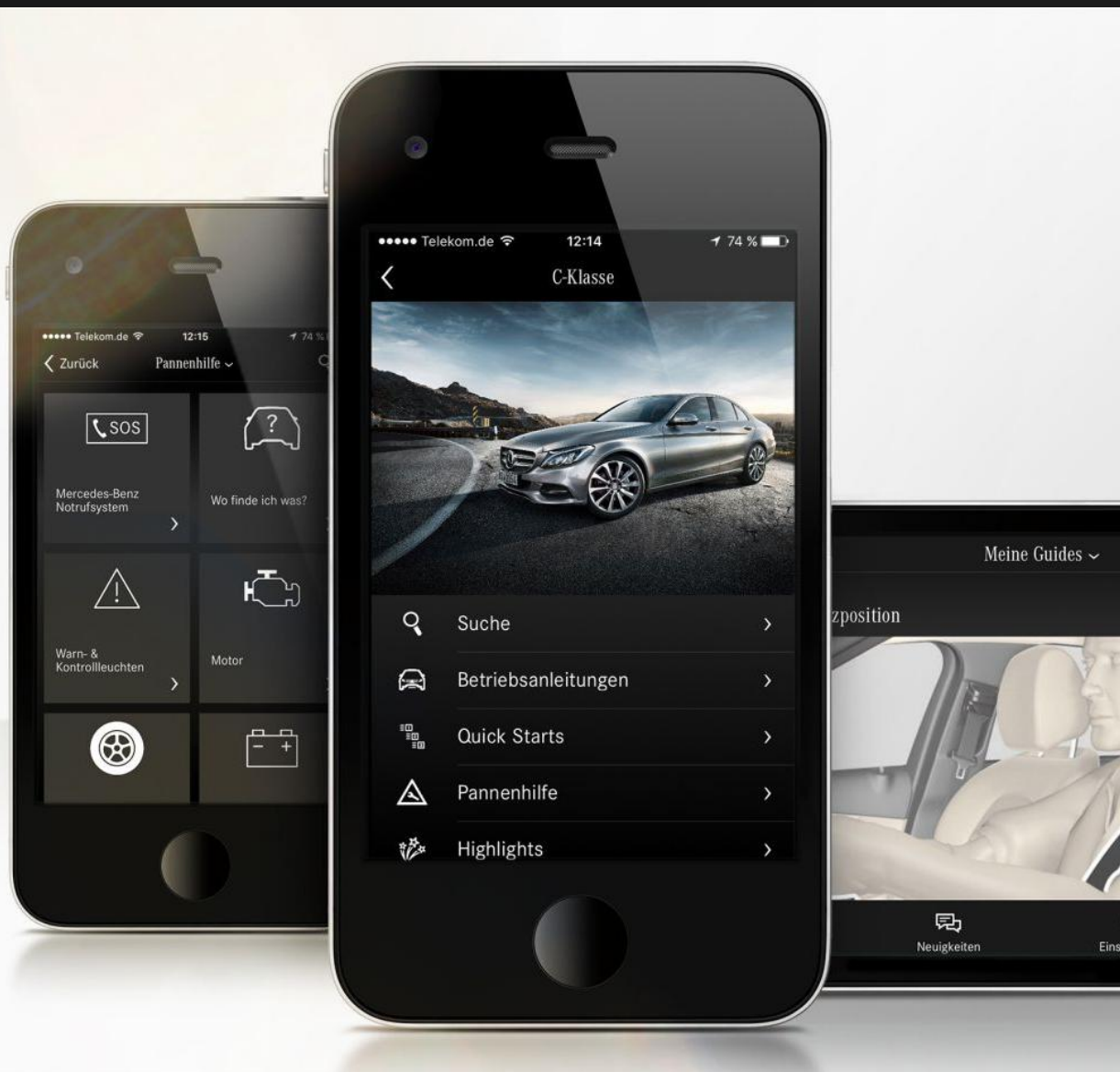
DAIMLER AG

Daimler AG (originally Daimler-Benz AG, Daimler Chrysler AG) is a German company and one of the largest automobile manufacturers in the world. Daimler AG was renamed Mercedes-Benz Group AG in 2022. **Location: Stuttgart, Germany**

- **Function:** Manufacture of cars and commercial vehicles
- **Employees:** 285 000
- **Turnover:** 172,7 billion eur

Daimler is a global manufacturer of vehicle brands:

- Mercedes-Benz
- Maybach
- AMG
- Smart
- Setra



BACKGROUND

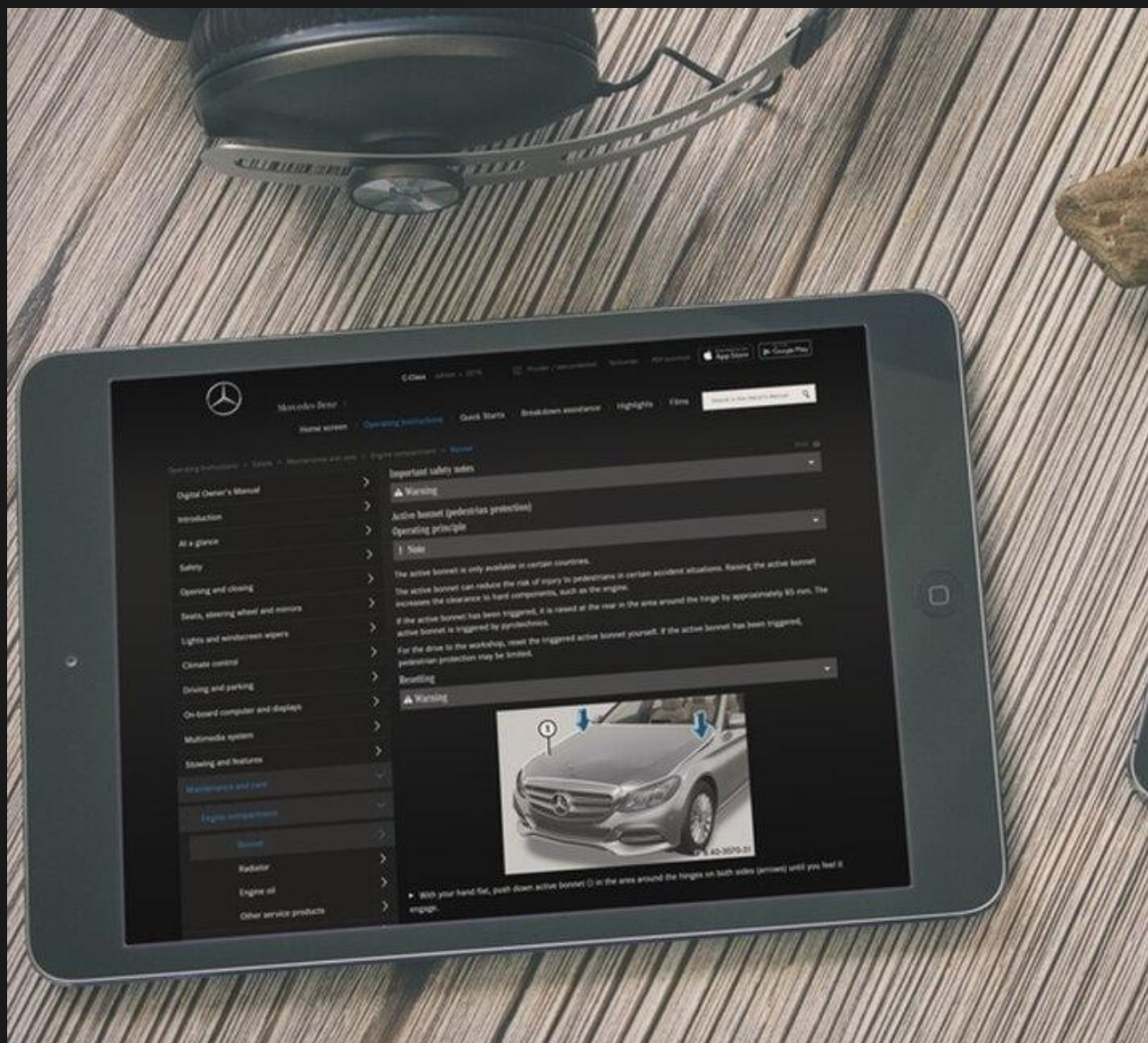
In order to improve customer service quality and environmental protection, Daimler wanted to provide its customers with high-quality interactive vehicle manuals.

Maintaining and developing user manuals for a wide portfolio of vehicles was too laborious and checking them took a long time.



REQUIREMENTS

- Administration section for entering content and specifications for each vehicle model
- Data entry and administration directly through an Internet browser via a web application
- Importing data from previously used formats and multiple sources
- Displaying the entered data on various devices (mobile, tablet, PC)
- Support for manuals in different languages
- Three different designs for Mercedes, Smart and Evobus



OUR SOLUTION

- The user can edit content through a simple web interface. Preview to visualise the content being edited on various devices can be displayed while editing. After confirming the changes, the edited content is available for all devices and to all users
- We have created a content generator for display and communication on different devices (mobile, tablet, PC) and platforms (iOS, Android, web interface for all devices)



OUR SOLUTION

- Simple and clear real-time content administration via the web application
- We made it possible to preview the visual design and content on different devices and in different languages during the data entry
- Automatic real-time update of changes, which will take effect immediately for all users
- We integrated the management feature for languages, language mutations and vehicle catalogues



RESULTS

The system has been successfully deployed and its use has allowed to:

- Save time writing and checking manuals by up to 65 %
- Significantly reduce the time to train an employee in the system
- Minimise error rate
- Minimise hidden costs and misunderstandings
- Strengthen the reputation of a high-quality manufacturer among customers
- Protect the environment by using online manuals
- Stabilise and standardise processes



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