



PORSCHE X SENSIGO INC.

Complex Cars Need Smarter Tools

Porsche Cars North America and Sensigo partnered to improve repair and maintenance efficiency at franchise dealers through AI-driven solutions.

The Challenge

Vehicle repair cycle times have grown significantly in recent years, driven by increasing vehicle complexity and a shortage of skilled workers. This has led to reduced service centre profitability and declining customer satisfaction. Key issues include Fixed Right the First Time (FRFT) rates exceeding 12% and overall efficiency losses of over 40%.

The Solution

In a pilot phase, Sensigo has given 30 Porsche dealers across the US access to its AI platform to support them in repair and maintenance processes. The employees were assisted in the diagnosis of vehicles and in finding relevant information. Conducted over four months across 30 service centres, the pilot concentrated on diagnostics, with additional functions expected to deliver further time savings and efficiency gains.

The Outcome

During the pilot phase, Sensigo's AI leveraged global repair documentation, customer complaints, and vehicle data to support dealers in real-time repairs. It instantly identified root causes, generated tailored repair plans, recommended necessary parts, and highlighted relevant insights from service tickets and manuals. As a result, Sensigo observed a diagnostic cycle time improvement of over 20% (with average savings of 45 minutes and up to 30 hours per repair), a 25% overall efficiency gain, and a 5% reduction in non-essential tasks. Improvements were also seen in technician dispatching and documentation accuracy.

Project Highlight

Five key efficiency areas: reducing diagnostic cycle time, improving first-time fix rates, providing contextual information to boost repair efficiency, automating documentation (parts and warranty), and AI-based technician skilling.

Sensigo Inc.

Sensigo improves overall service-center efficiency

Sensigo's platform streamlines service workflows by integrating AI into daily operations to boost employee and process efficiency in service centres.



Headquarters

San Carlos, CA, United States

Founded

2023

No. Employees

11 – 50

Website

www.sensigo.com

Acknowledgement

We would like to express our sincere thanks to Glenn Garde (Porsche US), Manfred Wiedemann (Sensigo Inc.), and Rakesh Hegde (Sensigo Inc.).

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About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations.

The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation.

Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results.

Over the years, the platform has successfully cultivated over 500 projects with more than 350 startups since its founding in 2016. ■

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