Danlaw partnered with Volkswagen México as a Tier 1 supplier of DataLogger telematics devices.

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About Danlaw

With over 4 million DataLoggers in the field, Danlaw is the expert in manufacturing automotive hardware, and in the collection, hosting, and application of automotive data. We translate our years of experience into marketable products and services for automotive-related industries, enabling smart vehicles and smarter cities. Danlaw works closely with industry and government leaders, and is one of three companies chosen by the USDOT to develop the DSRC certification environment.

About Volkswagen México

Founded in 1955, Volkswagen Group of America brings vehicles to the U.S. that marry the science of engineering and the art of styling, with the goal of offering attractive, safe, and eco-conscious automobiles that are competitive and set world standards in their respective classes.

Case Study - Volkswagen México

Danlaw worked closely with Volkswagen México to engineer an end-to-end telematics solution using Danlaw's DataLogger device and Vision service. Volkswagen México implemented DataLogger as an accessory component for select dealerships and key leasing customers. Volkswagen understood the value of Danlaw's telematics solutions, not only to improve customer relations, but to reduce fleet operational costs as well.

Juan Carlos Avila Hernández, manager of digital commercial offerings at Volkswagen México, stated "We have worked with Danlaw the last two years to jointly develop a comprehensive solution for these two markets. Danlaw and Volkswagen have a long history of cooperation in other global regions developing and marketing integral solutions for our final customers".

Initial Use Case

Volkswagen México used DataLogger and Vision to boost customer satisfaction and provide a more comprehensive range of services. DataLogger collected vehicle data from drivers and transmitted it to Danlaw's Vision platform in the backend. Volkswagen was able to use Vision's online dashboard to analyze vehicle data and develop new value-added services based on consumer behavior.

With DataLogger and Vision, Volkswagen México can send customers oil change reminders or preventative maintenance notifications when needed, ensuring that relationships with customers remain strong. Additionally, Volkswagen has employed DataLogger to improve fleet management efforts and reduce costs.

Final Outcome

Using Danlaw's comprehensive telematics solution, Volkswagen México was able to develop an enriched customer service program. New offerings, like service reminders, resulted in higher levels of customer satisfaction and retention. At the same time, Volkswagen México was able to achieve significant cost savings by optimizing its fleet management system.