



## Media Information

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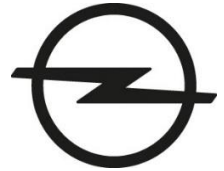
### With Opel “myDigitalService”, the Customer is Always Informed

- Direct link: workshop sends service status updates
- Detailed documentation: photos or videos provide full transparency
- Digital dialogue: approve repairs online

Rüsselsheim. Thanks to the free “myDigitalService” from Opel, car owners now always know what's happening after they delivered their car to the Opel workshop. The work of the participating Opel partners on the vehicle is always visible and easy to understand for the customer. Notifications accompany the workshop steps "Arrival", "Visual inspection completed", "In service" and "Ready for pick-up", so that the customer has full transparency at all times, whenever and wherever they want. Once the inspection or repair is completed, owners will be informed when the car is ready to be picked up.

The mechanics can document unforeseen issues with a video or photo, such as when tyres or brake pads need to be replaced. Owners get a personalized link via text message or email. They can retrieve the photo or video and also get a cost estimate. The customers themselves decide which work is to be done. Repairs can be ordered or rejected online, the customer keeps full control of the costs throughout the workshop visit. In addition, all proof is available in digital form.

“Our myDigitalService works like parcel tracking after an online order,” explains Tobias Theile, Manager Customer Journey at Opel. “The customers are informed about what's happening with their vehicle and can make appropriate decisions.” This ensures maximum transparency and comfort, and saves time. “Above all, the customer remains flexible and can make their decision no matter where they are – the necessary information is always available.” Many thousands of customers have already used the service and rated it positively.



The Opel myDigitalService is currently offered in some 20 countries throughout Europe, including Germany, Italy and Spain. “The digitization of our service processes has now reached a new level at Opel,” says Andrea Neri, Aftersales Marketing Manager at Opel. “We can make our offers more effective and provide our customers with the best possible service experience.”

#### **About Opel**

Opel is one of the largest European car manufacturers and was founded by Adam Opel in Rüsselsheim, Germany, in 1862. The company started building automobiles in 1899. Opel has been part of the [Groupe PSA](#) since August 2017. Together with its British sister brand Vauxhall, the company is represented in more than 60 countries around the globe selling over one million vehicles in 2018. Opel is currently implementing its electrification strategy to secure sustainable success and ensure that the future mobility demands of customers are met. By 2024, all European passenger car models will offer an electric variant. This strategy is part of the company plan [PACE!](#) with which Opel aims to become sustainably profitable, global and electric.

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