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**Product Development: In-Depth-Interviews:**  
Paint Booth Remote Monitoring Product Concept Ideation

# Key Findings & Insights

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- **The paint booth is the “heartbeat and lungs” of a collision-center business. It can also be a “bottleneck or “chokepoint.”**
- **There is a shared hunger among customers for next-level access to paint booth performance data. And anything that helps the paint booth helps the business.**
- **Universally, customers were extremely favorable to GFS’s Paint Booth Monitoring product concept.**
- **Customers cited multiple potential benefits for booth monitoring:**

- More effective asset management
- Visibility into levels of performance
- Opportunities to increase throughput and revenue
- Better maintenance scheduling, PM and ID of equipment problems/issues

- Reductions in booth downtime
- Enables fuller picture when integrated with other operational data
- Allows for remote monitoring and location level monitoring
- Empowers paint booth technicians and managers to make better decisions

# Key Findings & Insights

## KPIs & Data Points For Booth Monitoring System



Run times



Temperature



Air pressure /  
magnetic gauge



Air Flow



Bake cycle data (# of  
cycles, length of cycle)



Door open /  
close alerts



Operator data



Number of booth cycles



Air quality

# Top-of-Mind Reactions To GFS Booth Monitoring Product Concept

## Home Run!!



*“Anything we can do to understand more of what our opportunities are and understand strengths and weaknesses; I have interest in at least seeing what they have to offer.”*

*“This is the kind of stuff that really gets us excited. So, this right here speaks our language, perfectly. We would be ecstatic.”*

*“Finally! This is the way the industry needs to go and the way we need to go! With your number one revenue generating piece of equipment in your shop, you should have the data to know that it is efficient.”*

*“I think this is what they should be doing because other fields are doing something very similar to this path. The general trend is to smart-technology – its out there so everyone should have it.”*

*“I would really like to have this data right now. This is valuable with these metrics already. Long overdue. I would be very interested to see what the data looks like coming out of it.”*



Cost, speed of completion, and repairs being completed properly the first time had highest PINs and thus the most adverse effect on willingness to recommend.

- **Correlation is for all surveys combined (n=541). Correlation measures will continue to combine all quarters to capture the true picture of which factors most influence willingness to recommend.**

\*First asked in APR of 2021

Pearson Correlation to Willing to Recommend	Correlation	% less than Excellent or Very Good	Problem Index Number
The cost of the repair	0.70	25%	17
Overall speed of completion	0.74	20%	15
Repairs completed properly the first time	0.79	18%	14
Convenience of repair shop	0.86	14%	12
Trustworthiness of AAMCO service manager	0.83	13%	11
AAMCO service manager's ability to answer my questions	0.89	12%	11
Accuracy of diagnosis	0.78	13%	10
Accuracy of estimate	0.74	14%	10
Cleanliness of vehicle on return	0.62	16%	10
Communication of AAMCO service manager	0.77	13%	10
Knowledge of AAMCO service manager	0.77	12%	9
Courtesy of AAMCO service manager	0.78	11%	9
*Frequency of communication from the manager	0.81	8%	6
Ease of setting up AAMCO GO appointment	0.57	6%	3
*Speed of getting your estimate from the manager	0.57	5%	3

- The correlation coefficient is a measure of the linear relationship between two variables. In marketing metrics, a correlation coefficient of 1 means that there is a perfect positive linear association between the two variables. This means that if one metric increases, the other metric increases too.
- The Problem Index Number (PIN) multiplies the percentage who rated the attribute LESS than Excellent or Very Good with the Correlation number. The higher the PIN, the more adversely impactful the factor is on willingness to recommend.