



CASE STUDY SEAT

Solve complex car breakdowns

CUSTOMER
Seat

SECTOR
Automotive

COUNTRIES
Spain

DATE
2025 - Today

BACKGROUND

SEAT, a subsidiary of the Volkswagen Group, is a Spanish automobile manufacturer. The company's product line includes a range of vehicles from small hatchbacks to SUVs, primarily targeting the mainstream European market. SEAT's market position is defined by its focus on design and a specific consumer base within the Volkswagen Group's portfolio.

Cupra, initially SEAT's performance division, was established as an independent brand in 2018. It is positioned as a premium brand that focuses on performance-oriented and design-led vehicles. Cupra's models, including both derivatives of SEAT cars and unique models, contribute to a distinct market segment and aim to expand the group's presence in the performance and electric vehicle sectors.

They can solve the following pain points:

CHALLENGE

When a specialist was needed from headquarters to assist with complex vehicle breakdowns, SEAT's dealership workshops struggled to resolve the issues. The main challenge was diagnosing and fixing these vehicle problems remotely and efficiently. Previously, it took a long time to resolve a case, with technicians often taking one to two months to arrive on-site.



Difficulty to resolve complex vehicle breakdowns in its dealership workshops.



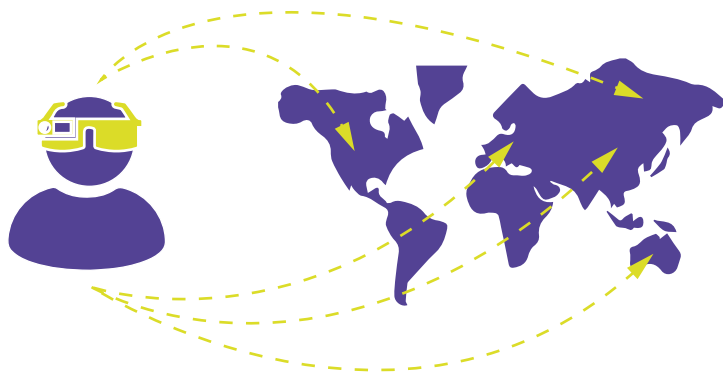
Missed opportunity for repairing the cars faster, remotely.

THE SOLUTION

To address these challenges, the company implemented a centralized technological solution: the Remote eye software. This tool has completely transformed the technical support process.

Using this software, SEAT's technical specialists can remotely control a dealership's workshop computer, allowing them to diagnose problems both visually and accurately.

The Helpdesk features within Remote eye also allow them to manage and track the most complex cases. This ensures a complete record of conversations and actions, which has significantly improved the efficiency of the service and the overall quality of repairs.



WHY WIDEUM?

Wideum is a global leader in remote service technology and innovation in applications for smartphones, tablets and smart glasses.

Our proprietary software allows users to execute difficult tasks and also provides for operation maintenance with remote assistance thanks to information sharing between field service operators and support departments.

Solutions like:



include real-time data and knowledge sharing that enable increased productivity thanks to the significant reduction in costs and machinery downtime.



BENEFITS

We help your company with the best remote assistance products and solutions that empower your technicians. In addition, they add value to your customer service and thus, you can monetize your post-sales service.

We know that having the best performance and execution is important for you, which is exactly why we want to help you with:

