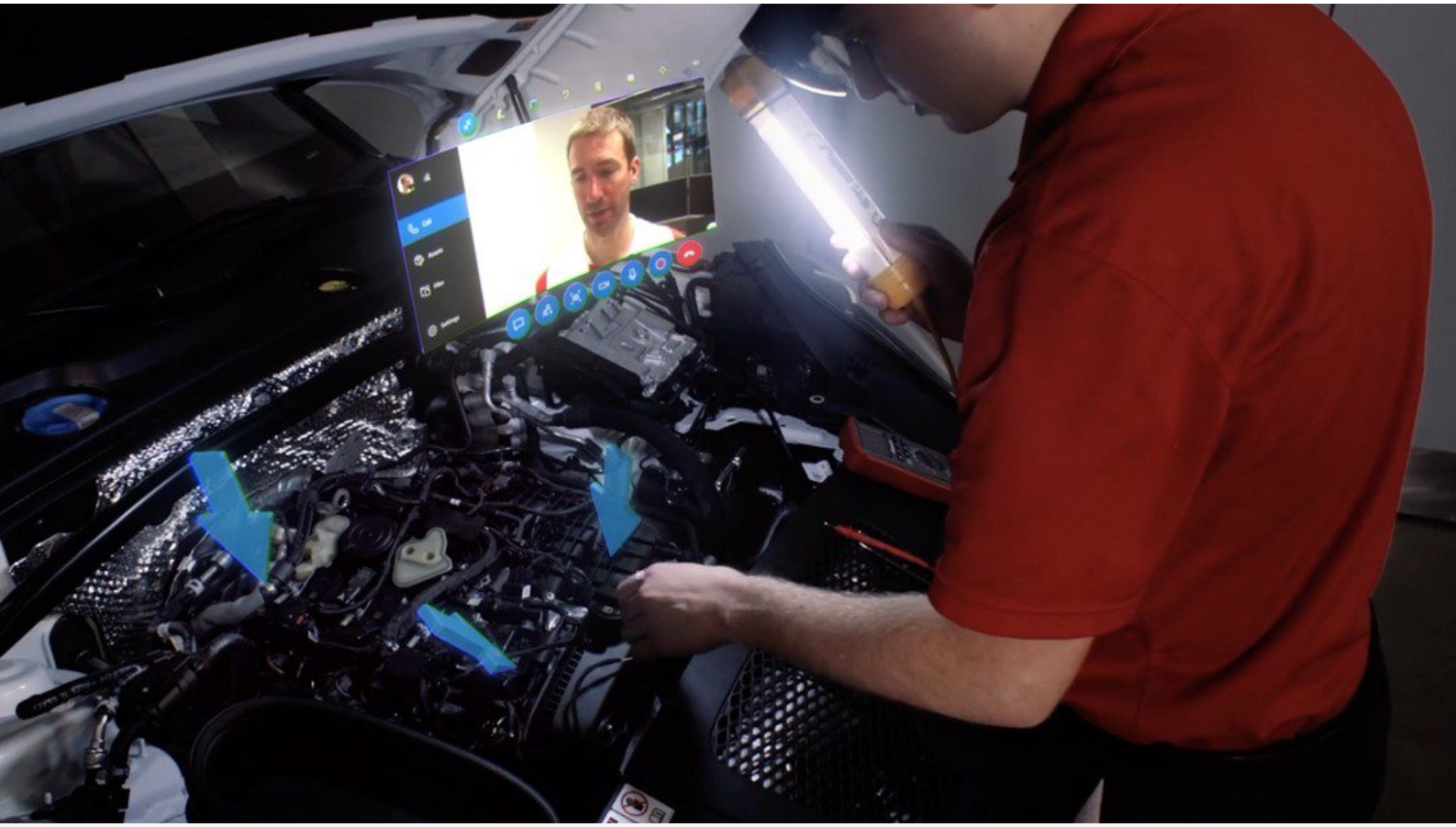

Porsche Cars North America teams up with Microsoft to revolutionize technician training

13/04/2023 Microsoft HoloLens 2 and Dynamics 365 Mixed Reality apps allows Porsche dealership technicians to learn remotely in an interactive environment resulting in faster repair time and enhancing the customer experience.

Atlanta. Porsche Cars North America (PCNA) is collaborating with Microsoft to bring mixed reality into the service bay, using HoloLens 2 to revolutionize how Porsche cars are cared for. Now Microsoft is detailing how Porsche is applying this new technology to advance technician training and expertise in a customer story you can find here.

With the new generation of Tech Live Look, Porsche dealership technicians can view a 3D hologram of a car and participate in remote, interactive training classes. This same technology also helps problem-solve tricky repair issues in real time. Using HoloLens 2 and Dynamics 365 Guides and Remote Assist, technicians can call an expert at PCNA's headquarters using Microsoft Teams and walk through

solutions. The new technology both eliminates the need to travel for training and increases knowledge in the field, so it helps improve productivity, reduce costs and cut customer wait times.

“Porsche is an emotional brand, and technology like this brings our technicians’ learning experience to a new and exciting emotional level that is right in line with our brand image,” says Kjell Gruner, President and CEO of Porsche Cars North America. “We want to provide our technicians with the leading-edge technology they need to stay on top of the latest developments and get expert help when necessary so they can deliver on our service promises.”

Click here to learn more.

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