



Instant Data Capture &
Insights for Automotive Experts

Treading into the Future: Technology & the Evolving Role of the Technician

Exploring the Integration of AI and
Digital Data Capture Platforms in Tire and
Retail Automotive Service

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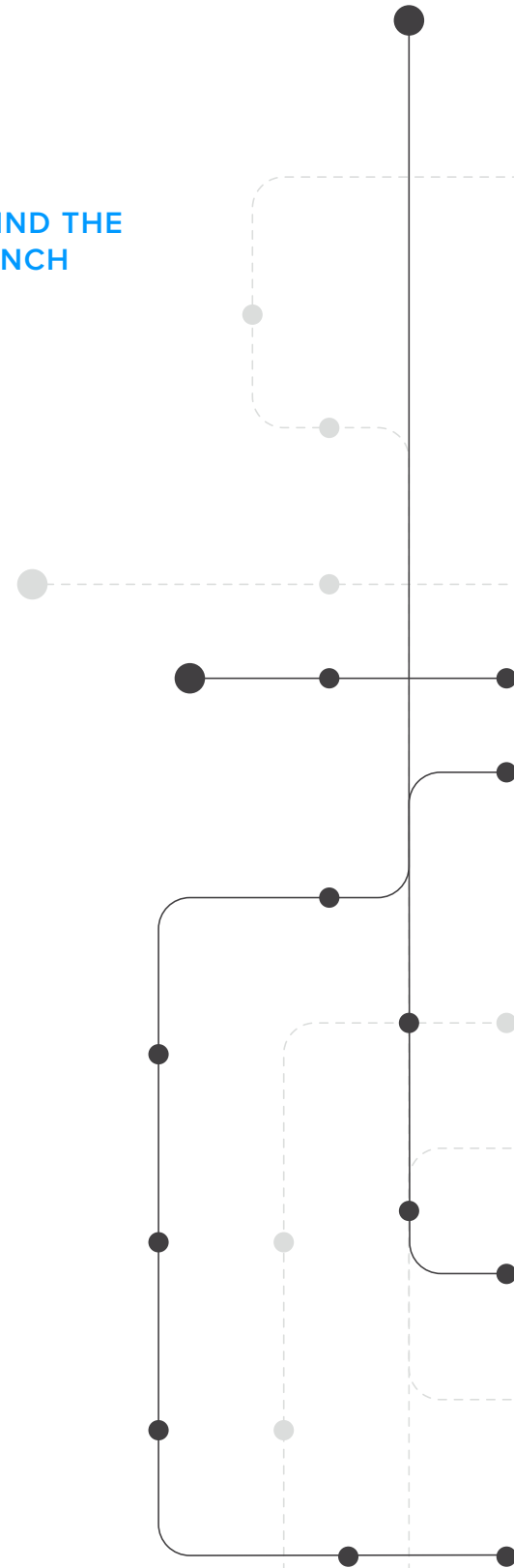
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INTRODUCTION

According to the [U.S. Bureau of Labor Statistics](#), approximately 794,600 people were employed as automotive service technicians and mechanics in 2023. While employment of automotive service technicians is projected to remain stable over the next decade with a growth rate of roughly 3%, the technician role itself is evolving rapidly due to advancements in technology.

As new technicians enter the field, digital diagnostics and automated platforms are becoming increasingly essential to their daily workflow. Future forward repair shops are integrating these systems to ensure they can keep pace with the demands of modern vehicle repair.

To better understand how data capture technologies and other digital diagnostics platforms are being used in tire and retail automotive service shops, Anyline commissioned a survey of 224 automotive service professionals.

THE SURVEY SEEKS TO ANSWER CRITICAL QUESTIONS LIKE:



How extensively are technicians using technology in their daily tasks today?



How can technology enhance efficiency for both individual technicians and the entire shop?



What are the most time-consuming aspects of a technician's role, and how can technology help streamline processes?



How can technology help address the industry's labor shortage over the next decade?



TOP TAKEAWAYS

GROWING CONFIDENCE IN THE DIGITAL EVOLUTION

Most technicians surveyed (68%) report feeling comfortable incorporating advanced diagnostic tools into their daily workflow, with 60% indicating they are likely to use tools like Anyline's tire tread depth scanning technology via a smartphone. This reflects a strong openness to further adoption of tech-forward solutions in automotive service centers.

LEVERAGING TECH TO ENHANCE THE CUSTOMER EXPERIENCE

83% of respondents agree technological advancements will help enhance the customer experience in repair shops. 87% of those surveyed say digital data and analytics build customer trust and improve satisfaction.

TAPPING INTO NEW GROWTH WITH AI PLATFORMS

76% of technicians agree that emerging technologies will bring new growth opportunities to their roles, underscoring high optimism among automotive service professionals for the ongoing digital transformation.

“Automotive service professionals are embracing digital tools with confidence, recognizing the significant benefits of incorporating data-driven technologies into their daily workflow,” said Lukas Kinigadner, CEO & Founder, Anyline.

“Anyline is excited to contribute to this technology revolution with our mobile data capture platforms that increase operational efficiency and eliminate manual data-entry errors. Our technologies empower techs to service more vehicles every day, reducing customer wait times and improving the overall service experience.”

BEHIND THE WRENCH

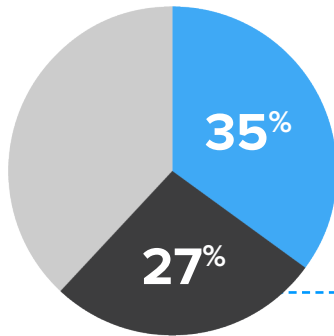
The survey reached a diverse range of automotive service professionals, with shop owners making up 32% of respondents, owners who also work as technicians accounting for 30% and managers representing 16%.

The participants bring a wealth of industry experience, with 78% reporting over 20 years in the automotive service field and an additional 11 percent of respondents having at least a decade of expertise.



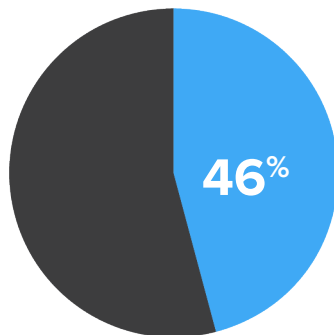
DIAGNOSING THE ISSUES

PILED UNDER PAPER



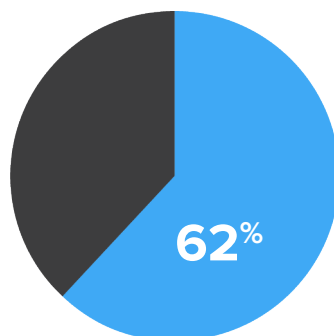
When asked to identify the most time-consuming part of their job, “diagnosing issues” was the most common answer (35%) among technicians. **A mix of “administrative paperwork and tasks” was a close second with nearly one-third (27%) of respondents citing that answer.**

STAFFS ARE SHORT

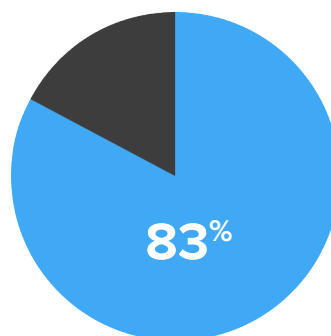


Technicians and shop owners were asked to name the biggest challenge they expect to face in the next decade. **Almost half of survey respondents (46%) cited a shortage of skilled labor as the #1 hurdle to overcome.**

LINES ARE LONG



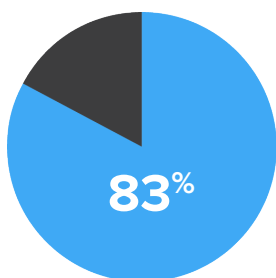
Integrating tire scanning **technology can help shops reduce customer wait times** – a view shared by 62% of survey respondents.



Additionally, 83% agreed that technological advancements would significantly **improve the overall customer experience.**

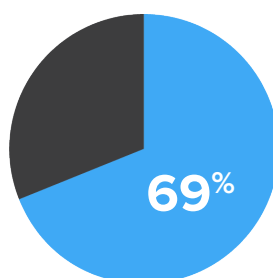
TECH'S SEAL OF APPROVAL

TECHS EMBRACING TECH



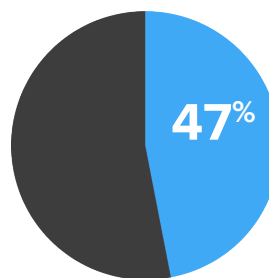
While there are many perceived challenges for automotive technicians – both now and in the future – **an overwhelming majority of today's techs (83%) believe technology can make their jobs easier.**

ACCELERATING PERFORMANCE



69% of survey respondents agree that the increasing **reliance on technology** in automotive repair tasks **has improved the accuracy** and efficiency of their work.

A SMOOTH ROAD AHEAD

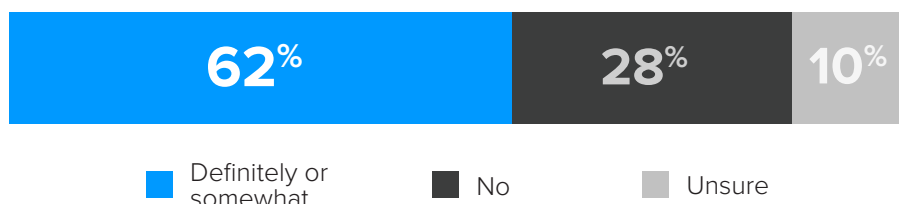


Nearly half of respondents (47%) **feel positive about the integration of AI** and advanced technology into diagnostic tools.

SHOP OF THE FUTURE

With technology already transforming automotive service shops, Anyline's future-forward mobile data capture solutions further enhance technicians' daily workflows and positively impact the shop's bottom line. Anyline's tire and vehicle scanning technology enables technicians to capture data instantly, eliminating manual processes and reducing errors associated with manual data entry. This will speed up vehicle inspections and further build customer trust through accurate and reliable data.

Do you feel like scanning tire data would allow you to reduce the duration of every inspection and cut down on customer wait times?



The importance of this reliable data will only grow in the coming years, especially amid the industry-wide labor shortage. With the potential for fewer available automotive technicians, tools like Anyline's digital tire tread scanning and VIN and license plate scanning will enable shops to optimize efficiency, improve accuracy and deliver a more streamlined, tech-enabled service experience for customers.

In addition, consumers are keeping their vehicles longer than ever before. That's according to a recent study by S&P Global Mobility. As vehicles age, maintenance needs tend to increase, making precise and tech-forward solutions key for elevating customer care and service at an automotive shop.

REPORT DETAILS

This survey was commissioned by Anyline and conducted in partnership with Babcox Media Research Services between October 4, 2024 and October 14, 2024. The survey was sent to print and digital subscribers of ShopOwner Magazine and Tire Review who opted to receive research promotions. Individuals who answered that they do not perform automotive service were excluded from the survey. The survey received 224 responses, and the project's margin of error is approximately 6.5% at a 95% confidence level.

ABOUT ANYLINE

Founded in Vienna in 2013, Anyline has established itself as a global leader in mobile data capture and data insights. Using the latest, most innovative artificial intelligence and machine learning approaches, Anyline gives businesses the power to read, measure and interpret visual information with any mobile device.

Anyline is used by leading automotive and tire manufacturers and retailers to quickly and accurately scan tire sidewall, tread depth and vehicle data, including tire DOT codes, vehicle identification numbers (VINs), license plates and barcodes, using any standard mobile device or camera-enabled automotive diagnostic devices.

Anyline helps businesses to move away from costly, tedious manual processes and instead, make them easy, fast and convenient for everyone, from the end user to the front-line worker. Anyline is trusted by household brands such as NAPA, Discount Tire, Continental, Michelin and Shopmonkey. For more information, visit www.anyline.com.

