

# Technology and inspiration make the future

**Brandstory**-How is Louwman Group significantly reducing its administrative tasks related to customer contact? How is Norway's Bertel O. Steen ensuring its workshops remain profitable while everyone is switching to EVs? How does the CAB Group ensure that vehicle repair shops receive matching replacement parts Just In Time? It has all been made possible by deploying The Gateway Group's underlying systems.



**William Widjaja**  
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Willem Verschuur of Louwman (Image: Gateway Congress)

The Gateway Group organised its Clients Meet under the theme **“TechSpiration - Technology Meets Inspiration”** for its esteemed customers and guests. It was held on 18th October at The Louwman Museum in The Hague, strategically chosen because of its ambience of classic cars that it houses. TechSpiration witnessed prominent future-oriented trends from the automotive sector being discussed.

After a short introduction, TechSpiration witnessed the dazzling show of **Richard van Hooijdonk**, a renowned trendwatcher and futurologist. He outlined how technologies like AI drive the changes around us and explore new avenues we can't imagine. So, now the question arises: how does an organisation prepare itself? van Hooijdonk answers: **“By thinking at least 15 years ahead from now, as we don't know what's going to happen, it is important to invest in multiple areas. Those who are smart establish separate startups, which can experiment, grow, or are even sometimes allowed to fail.”**

## Customer-Friendly Louwman

**Willem Verschuur**, Director of Innovation, Digital & Data (ID&D) of the **Louwman Group**, ascertained what Richard said in his opening keynote session. Louwman created the ID&D Division, which works beyond the established companies. Throughout his career, Verschuur has focused on improving the customer journey and the ways that can ensure this is achieved. Previously, the Service Desk team took an average of more than 20 minutes to book a customer [service appointment](#), as they had to constantly change screens to finally book the appointment in the right location. However, after integrating their existing software with AutoFacets' digital solution (A Gateway Group Company), Louwman's team has significantly reduced their administrative time. This [digital solution](#) helps the service desk team enter the required servicing details on the workshop screen and instantly make appointments.

## Optimal Returns from Aftersales

Like Louwman, the Norwegian importer and dealer group **Bertel O. Steen (BOS)** is already ahead on this [digital journey](#). This is because 83% of the new car sales in Norway are electric, which means they require lesser maintenance and in half the time compared to their ICE counterparts. In his keynote session, **Tom Arne Melbostad**, VP of Digital Aftersales at Bertel O. Steen, attributed [AutoFacets](#) for reducing the burden on the former's workshops, resulting in maximum returns. He says: "BOS has also started working for an anonymous Digital Sign-in Kiosk that would allow customers to drop and pick up their cars from the workshop. This leads to facilitated operations for both customers and mechanics."

## Always Having the Right Used Part

In one of the parallel sessions, **Mats Wästvind**, the Commercial Director of Norwegian **CAB Group**, explained how AutoDAP, also a Gateway Group company, is helping them apply used parts in the claims industry. CAB Group is predominantly an insurer company promoting the use of recycled auto parts. It's worth noting that this practice is still in the early stages in Norway and, until recently, was even prohibited. However, the question arises: How does one determine exactly which part of the used car is the same in case of damage repairs? The answer rests with using the right VIN or Vehicle Identification Number. Wästvind says: "AutoDAP has been helping us in finding the right part and is far more accurate and better than the OEMs themselves."

## Committed & Knowledgeable

Well, we are uncertain what the future will look like. However, we know that automation & AI will help us along the road to achieve it. The Gateway Group has established itself as a committed and expert partner when it comes to discussing, determining, developing, implementing and supporting solutions in the Automotive sector.