**CONFIDENTIAL DRAFT**

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**Autoglass® launches new artificial intelligence technology to improve service to customers**

Autoglass®, the UK’s leading vehicle glass repair and replacement company, has successfully trialled the latest Artificial Intelligence (AI) technology to assess the severity of vehicle glass damage and determine whether customers require a repair or a full windscreen replacement.

Autoglass® is able to safely repair many chips but in some cases glass is too damaged and needs to be replaced. Whether a repair or full replacement is required depends on the type of glass and size of damage, which is sometimes a matter of just a few millimetres’ difference. A windscreen repair is cheaper, faster and greener than a replacement. Autoglass® stocks over 99% of all windscreens but being able to accurately identify whether a replacement is needed prior to an appointment being booked is crucial to providing an easy and convenient service for customers, first time.

Over the past year Autoglass® has worked with Service Certainty imageproof™, who produce high quality multi-purpose images, to develop and refine a dedicated web app which customers can use to simply upload a picture of the damaged area of glass on their vehicle. The image is then instantly evaluated using AI to determine whether a repair or replacement is needed before being passed onto a technician.

The AI tool is already being used by customers of Autoglass®, processing up to 2,500 images a week with over 80% accuracy - a figure which continues to rise as the AI processes more data. This process was previously carried out manually by employees of Autoglass®, who still provide a human ‘back up’ assessment in cases where the AI assessment is inconclusive.

Further applications of the technology are being considered, such as opportunities to use AI for assessing the need for ADAS (Advanced Driver Assistance Systems) calibrations after a windscreen repair or replacement.

**Nick Cleary, Customer & Digital Director, Autoglass®, says:**

“Here at Autoglass®, we are constantly looking for innovative ways to improve and provide the easiest and best experience for our customers. AI is a fascinating area which I have watched closely over the last few years, and there is no doubt it has the potential to dramatically change many aspects of our society, whether that is in our homes or how we interact with businesses. It is our opinion that it is only going to grow and get more powerful, and so we are delighted to be leading the industry with our efforts to harness its potential. We have had a very fruitful partnership with Service Certainty imageproof™ so far and are excited to see what the future holds.”

**Liam Nye, CEO, Service Certainty™ responded:**

“We have been working with Autoglass® for the last eighteen months developing this technology, so we are really happy to see it in action and working so well. This has been a controlled journey of phased introduction, as we knew we had to get the technology right so it could deliver the high-level of service that Autoglass® demand. The complexity of dealing with real world glass damage has been a significant challenge and we are absolutely delighted with the success of the project so far.”

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**Note to editors:**

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**About Autoglass®**

Autoglass® is the UK’s leading vehicle glass repair and replacement service. For details of our glass repair and replacement service call 0800 36 36 36 or visit [www.autoglass.co.uk](http://www.autoglass.co.uk).

**About Service Certainty image proof™**

Established in 2009, Service Certainty™ is the undisputable driving force in developing customised and innovative image capture solutions that delivers the much-needed evidence to facilitate timely triage decisions. Their pioneering approach to digital damage assessment and verification of images and videos is delivered securely on multiple platforms to enhance the customer’s journey and reduce ever-increasing claims costs.

Additionally, they are, the UK’s only independent network of Pro photographers and provide this unique service to the majority of the UK’s Insurers, Claims Management Companies and Repairers.

The Service CertaintyTM suite of products is now receiving the acclaim it richly deserves as a global brand and is an ISO 27001 accredited firm.