A Chance to Do Better:

How AI enables a stronger partnership in the Aftermarket

As the capabilities of AI grow exponentially, some tend to see the new technology as a threat. A threat to jobs, to businesses, and to creativity. But at Dinex, AI is already taking service and quality to new heights: And that's a big win for the market, and for the customers.

This article contains AI generated content. 😉

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Let's start with a bold claim: Nobody's going to lose their job to AI. But some might lose their job to those who are better at using AI.

The Automotive Aftermarket is reaching new heights with AI-driven Predictive Maintenance, Virtual Assistants, and Advanced Inventory Management, fostering greater proactiveness and competitiveness for those who embrace it.

At Dinex, the journey has already begun. As AI integrates into more processes, teams become more efficient, productive, and innovative. In short, AI empowers us to do more, better, and faster. To demonstrate, we've asked 2 key employees who's leading the way in their teams by pioneering AI-solutions in their daily jobs.

"Like a Personal Assistant in your pocket"

Luise Fenger Jørgensen
Sales Manager, Nordics

Dinex serves thousands of customers daily, and the teams are passionately striving to do their utmost every day to find the best solutions in each and every interaction. Last year, a new global Customer Relations Management system (CRM) was implemented, and powered by a personal AI Assistant.

It's not like the sales team has stopped writing their own e-mails. And they still show up when you call them, keep track of agreements and are accountable for their actions and handshakes.

But the AI Assistant enables them to respond faster, more qualified and precisely, and still offer a personalized service to their customers.

"Better products, better quality - only faster"

Jim Elkær Bebe
Development Manager

Computer Aided Engineering (CAE) is not a new thing, especially when working with leading OEMs. Advanced simulation tools shorten product development by several months, as engineers can predict premature failures, design weaknesses and catalytic properties, even before the first prototype is made. And with AI, the potential is even greater.

Today, Dinex engineers are building even stronger simulation models, and significantly faster than about a year ago. By generating draft parameters and code using AI tools, the chance of human error is minimized, and simulations can be prepared, executed and analyzed in record time.

We're only just getting started

Considering the past year's trends, it is clear that the market is far from seeing the full scale of possibilities powered by AI.

Can you imagine a partner who foresees market trends and spare part needs, even before the vehicle breaks down? Or a training library generated on-the-fly, but still tailored to the detail-level and language you need?

It's no longer imagination, and only examples of some of the next steps that Dinex is preparing to take, in the ambition to be your preferred partner in exhaust & emission.

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