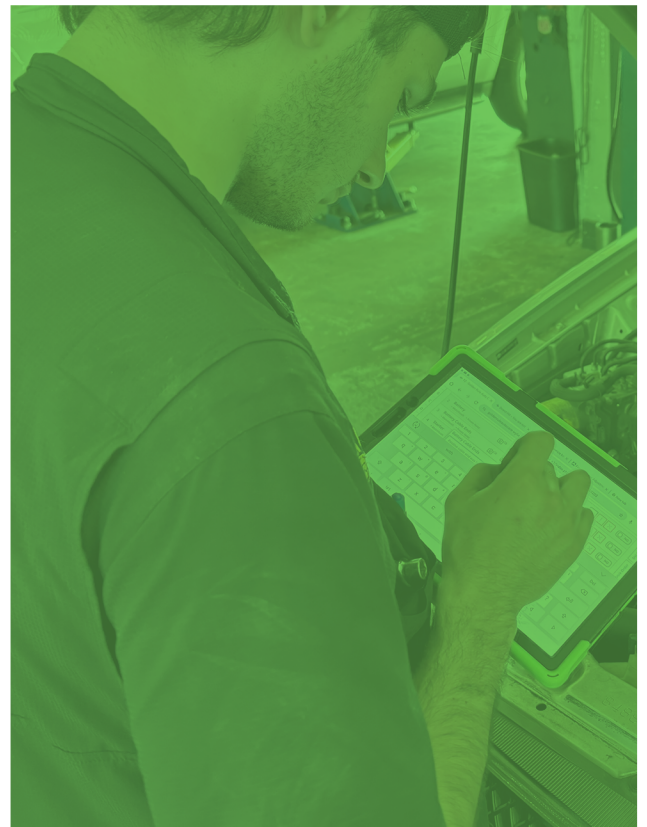




DIGITAL VEHICLE INSPECTION BEST PRACTICES



How to Create DVIs Customers
Actually Understand



Digital Vehicle Inspections have become a standard part of the modern auto repair process. More and more shops are understanding the value of documenting vehicle conditions with photos, videos, and technician notes. Yet, after reviewing inspections from shops across the industry, we've found that the challenge usually isn't whether an inspection was completed. Rather, it's whether the information was communicated in a way that truly helped the customer understand what they were seeing.

The shops that consistently get the most value from their Digital Vehicle Inspections tend to focus on a simple objective

making complex vehicle conditions easy for customers to understand.

That objective influences everything from the photos that are taken to the language used in recommendations and the way findings are organized and communicated. While every shop has its own process, the most effective inspections share a few common characteristics



**ACCURACY
ALONE
DOESN'T
GUARANTEE
CLARITY.**



PHOTOS SHOULD EXPLAIN THE CONDITION WITHOUT REQUIRING INTERPRETATION

The quality of an inspection often rises or falls with its photos. Customers typically look at the images before they read the technician's notes, which means the photos often provide the first impression of both the vehicle's condition and the inspection itself.



One of the most common issues we see during training is a photo that makes perfect sense to the technician who took it but very little sense to the customer reviewing it. The image may be blurry, poorly lit, or captured from an angle that hides the actual concern. In some cases, the problem is technically visible but only if you already know what you're supposed to be looking for.

Consider a brake rotor with excessive wear. A dark, out-of-focus image taken from an awkward angle forces the customer to trust the recommendation without understanding it. A clear photo taken straight-on with good lighting creates a completely different experience. When a technician adds a finger or tool pointing directly at the area of concern, the image becomes even more effective because it guides the customer's attention to the exact condition being discussed.

Customers should not have to study an image to understand why it was included in the inspection. The best photos communicate the findings with no guesswork for the customer.



WHY IT MATTERS

Clear Photos build confidence
reduce questions, and help
customers make informed decisions.

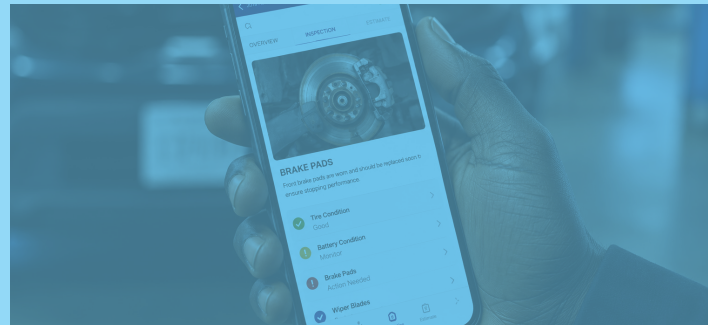
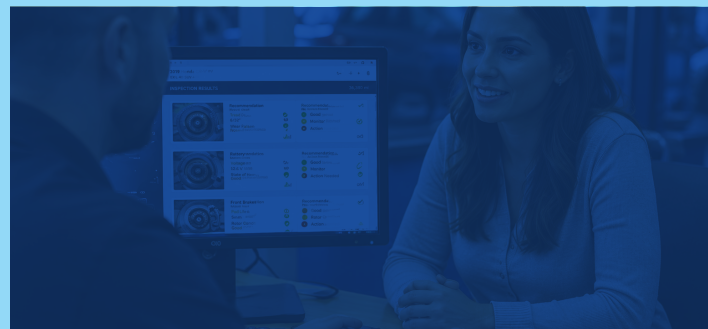
THE RECOMMENDATIONS MATTER AS MUCH AS THE FINDING

Many inspection recommendations are technically accurate but provide very little context. A note that says, “Rear brakes worn; recommend replacement,” may be factually correct, but it leaves several important questions unanswered. How worn are the brakes? Is replacement needed immediately? What happens if the customer delays the repair? Without that information, customers are often left guessing.

Clear recommendations provide context around the findings. A brief explanation of potential consequences helps customers understand the situation. They also help customers understand that the recommendations are based on the vehicle’s condition rather than a sales process.

We’ve found that customers are generally willing to make informed decisions when they understand what is being recommended and why. Problems tend to arise when the inspection assumes a level of technical knowledge that most customers simply don’t have.

A good recommendation bridges that gap. It translates a technical finding into information that helps the customer evaluate their options with confidence.



RECOMMENDATIONS SHOULD EXPLAIN THE CONDITION, NOT JUST THE CORRECTION.

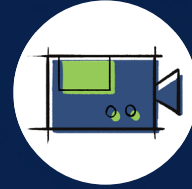
PHOTOS SHOULD EXPLAIN THE CONDITION WITHOUT REQUIRING INTERPRETATION

Supporting videos continue to grow in popularity because they create a direct connection between the technician and the customer. When used well, videos can provide a level of explanation and transparency that photos alone cannot always achieve.

The most effective inspection videos tend to be focused and intentional. A technician introduces the concern, shows the condition, explains why it matters, and concludes the recording. The customer leaves with a clear understanding of the findings and a better sense of who inspected the vehicle.

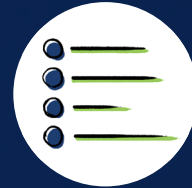
Problems usually occur when videos become too long. In many cases, a short video with clear narration provides significantly more value than a longer video that contains more footage but less explanation.

**THE MOST
EFFECTIVE
INSPECTION
VIDEOS TEND TO
BE FOCUSED AND
INTENTIONAL.**



DIRECT CONNECTION

Videos create a personal connection between the technician and the customer



FOCUSED & INTENTIONAL

The best videos introduce a concern, show the condition, explain the impact, and wrap it up.



BETTER UNDERSTANDING. MORE TRUST.

Customers understand the findings and feel more confident in the recommendation.



KEEP VIDEOS CONCISE

Short, well-explained videos provide more value than long, unfocused ones.

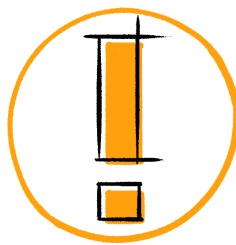
PRIORITIZATION HELPS CUSTOMERS MAKE BETTER DECISIONS

Another pattern we frequently encounter is inspections that present every finding with the same level of priority. Safety concerns, maintenance recommendations, and items to be monitored all appear together without any clear distinction between them.

When everything appears equally important, determining what requires immediate attention becomes difficult. Some customers respond by approving only a portion of the work. Others postpone decisions altogether because they aren't sure where to begin.

Shops can reduce that confusion by organizing findings according to priority.

Safety concerns should be easy to identify. Maintenance recommendations should remain visible without being confused with urgent repairs. Items to be monitored should be documented so they can be revisited during future inspections.



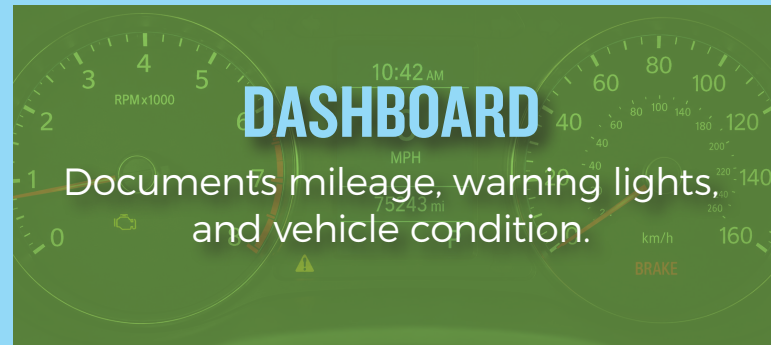
CONSISTENT DOCUMENTATION BUILDS TRUST

An important habit that should not be overlooked during an inspection is documenting items that are not directly related to a repair recommendation. Some of the most valuable photos a shop can capture are taken before any diagnostic work or repairs begin.

Photos of the VIN sticker and dashboard provide a record of the vehicle's condition at arrival. Dashboard photos can document mileage, warning lights, and other information that may become important later. These records help create a clear timeline and reduce the likelihood of misunderstandings and disputes.

We also encourage shops to document healthy components whenever appropriate. A clean air filter, strong battery test, or component that remains in good condition may not lead to an immediate repair order, but those findings still have value. Customers appreciate evidence that their vehicle was thoroughly inspected, and documenting positive findings reinforces the credibility of the entire inspection.

**OVER TIME,
THOSE HABITS
CONTRIBUTE
TO SOMETHING
EVERY SHOP IS
TRYING TO BUILD:
TRUST**



KEY TAKEAWAYS

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PHOTOS ALONE CANNOT:
A DIRECT CONNECTION
BETWEEN THE TECHNICIAN
AND THE CUSTOMER.**