

Transforming Roadside Assistance: A Case Study on the Automation of 24/7/365 Road Services Operations



Agenda

In the fast-paced world of vehicle roadside assistance, efficiency and rapid response times are paramount. Our client, a leading provider in the industry, faced challenges with manual processes and a lack of real-time coordination. They partnered with us to transform their operations through a customized software solution.

-  The Client
-  Business Challenge
-  Solution
-  Outcome
-  Solution Blueprint
-  Conclusion
-  Get In Touch

The Client










Our client, a well-established player in the realm of 24/7/365 Roadside Assistance Services, is headquartered in **Sydney, Australia**, and has been serving motorists and consumers across the entire Australian landscape since 2000.

However, they encountered numerous operational hurdles that were impeding their capacity to provide swift and effective services.

These challenges encompassed delayed response times, complexities in assigning service providers, and a deficiency in instantaneous communication between dispatchers and service staff. In response to these obstacles, the company made the strategic decision to embark on the implementation of an all-encompassing software solution.

Client Services



-  Jumpstart
-  Battery Replacement
-  Tyre Change Service
-  Car Hire
-  Towing
-  Out Of Fuel Rescue
-  Ambulance
-  Lockouts & Key Retrievals
-  Accomodation

Business Challenge

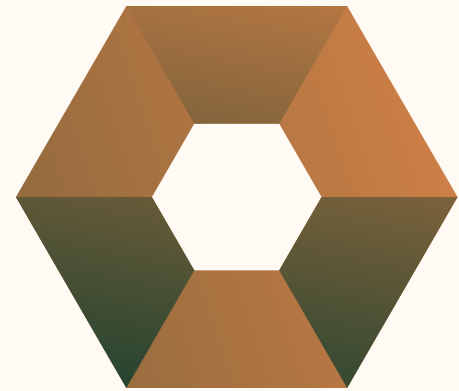
- **Inefficient Operations:** The company's manual processes and lack of automation led to inefficient operations, resulting in delays in providing roadside assistance to customers.
- **High Response Times:** Response times were not meeting the company's standards, impacting customer satisfaction.
- **Limited Service Tracking:** There was no effective system to track service requests, which made it challenging to monitor ongoing tasks and their status.

- **Manual Dispatching:** Dispatchers had to manually assign tasks to service providers, leading to potential errors and delays.
- **Lack of Real-time Communication:** Communication between dispatchers and service providers was slow and often hindered the ability to make quick decisions.



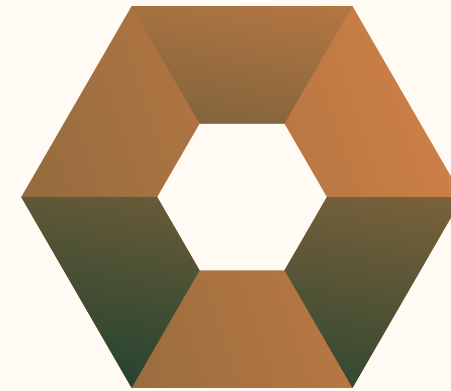
Solution

The Client partnered with us to create a custom software solution. The solution included the following key features:



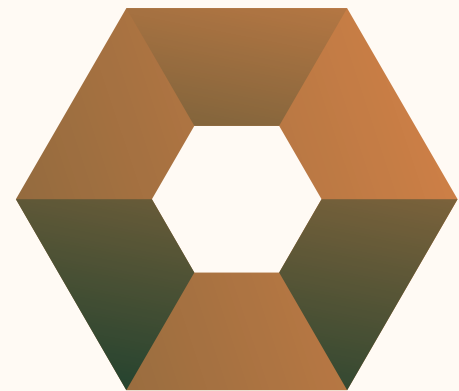
Service Request Management

A user-friendly interface for customers to request assistance through various channels (phone, web, mobile app).



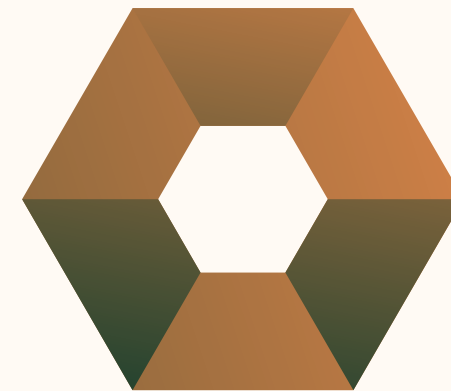
Real-time Tracking

A GPS-enabled tracking system that allowed dispatchers and customers to monitor the real-time location of service providers.



Automated Dispatching

A robust dispatching system that intelligently assigned service requests to the nearest available service providers based on location and workload.



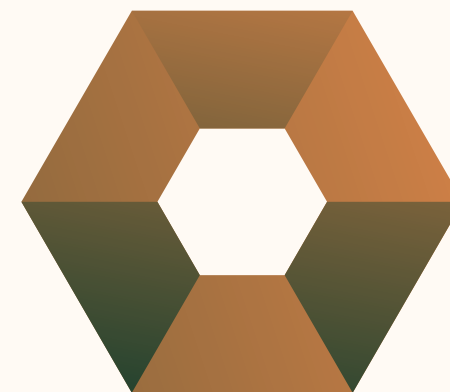
Communication Portal

A two-way communication portal that facilitated instant messaging between dispatchers and service providers, enabling quick updates and instructions.



Reporting and Analytics

Comprehensive reporting tools to analyze response times, service provider performance, and customer feedback.



Mobile App for Service Providers and Customers

Mobile app to receive and update service requests, renew/buy memberships, and obtain invoices digitally.

Outcome

The introduction of our solution resulted in substantial enhancements to our client's operational efficiency.

01

Reduced Response Times

With automated dispatching and real-time tracking, the company achieved a substantial reduction in response times, meeting or exceeding customer expectations.

02

Enhanced Efficiency

The automated processes streamlined operations, reducing the workload on dispatchers and minimizing errors in task assignment.

03

Improved Customer Satisfaction

Faster response times and better communication contributed to higher customer satisfaction scores.

04

Increased Accountability

The tracking and reporting features allowed the company to hold service providers accountable for their performance.

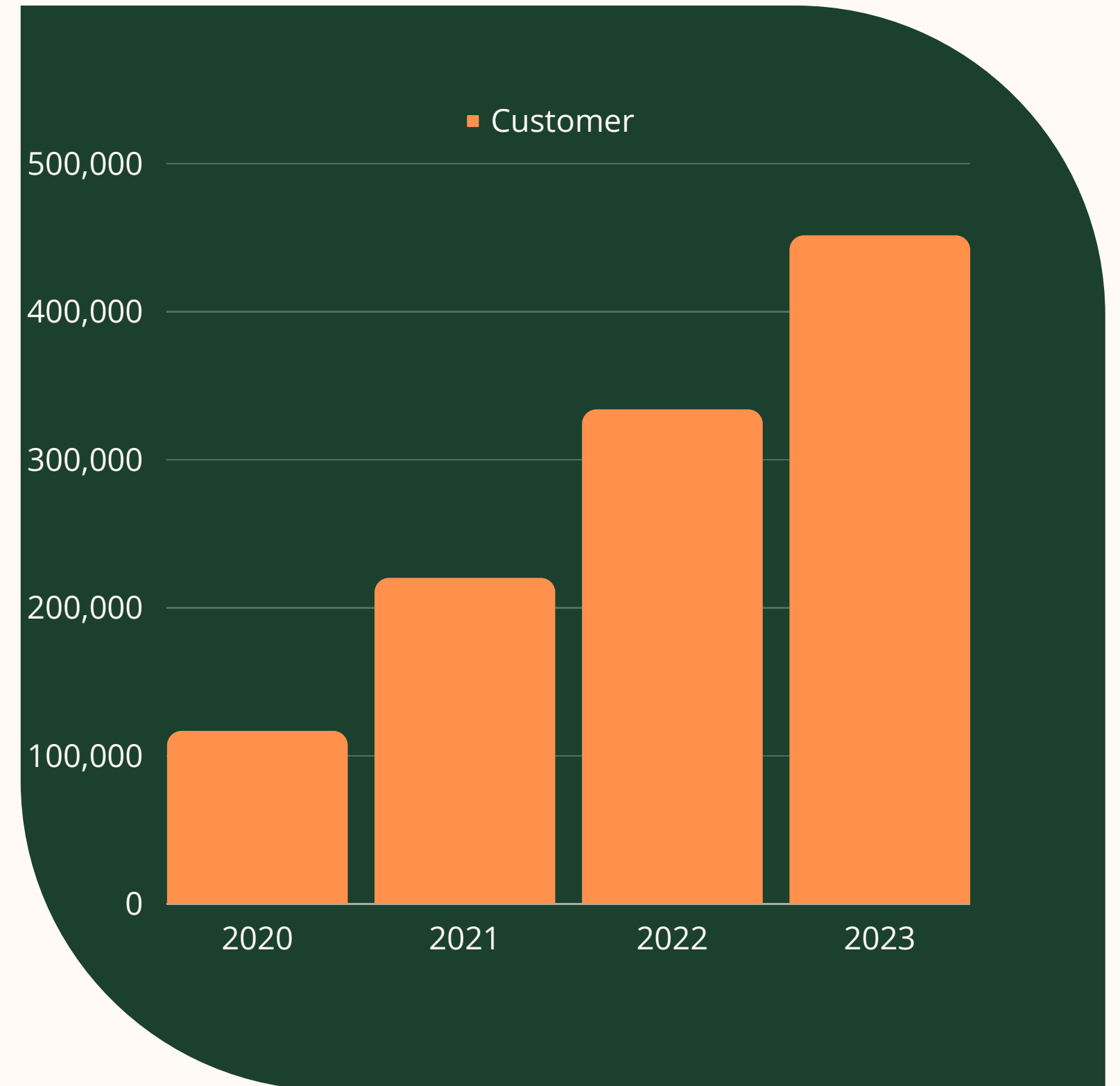
05

Cost Savings

The optimized operations resulted in cost savings through reduced fuel consumption and improved resource allocation.

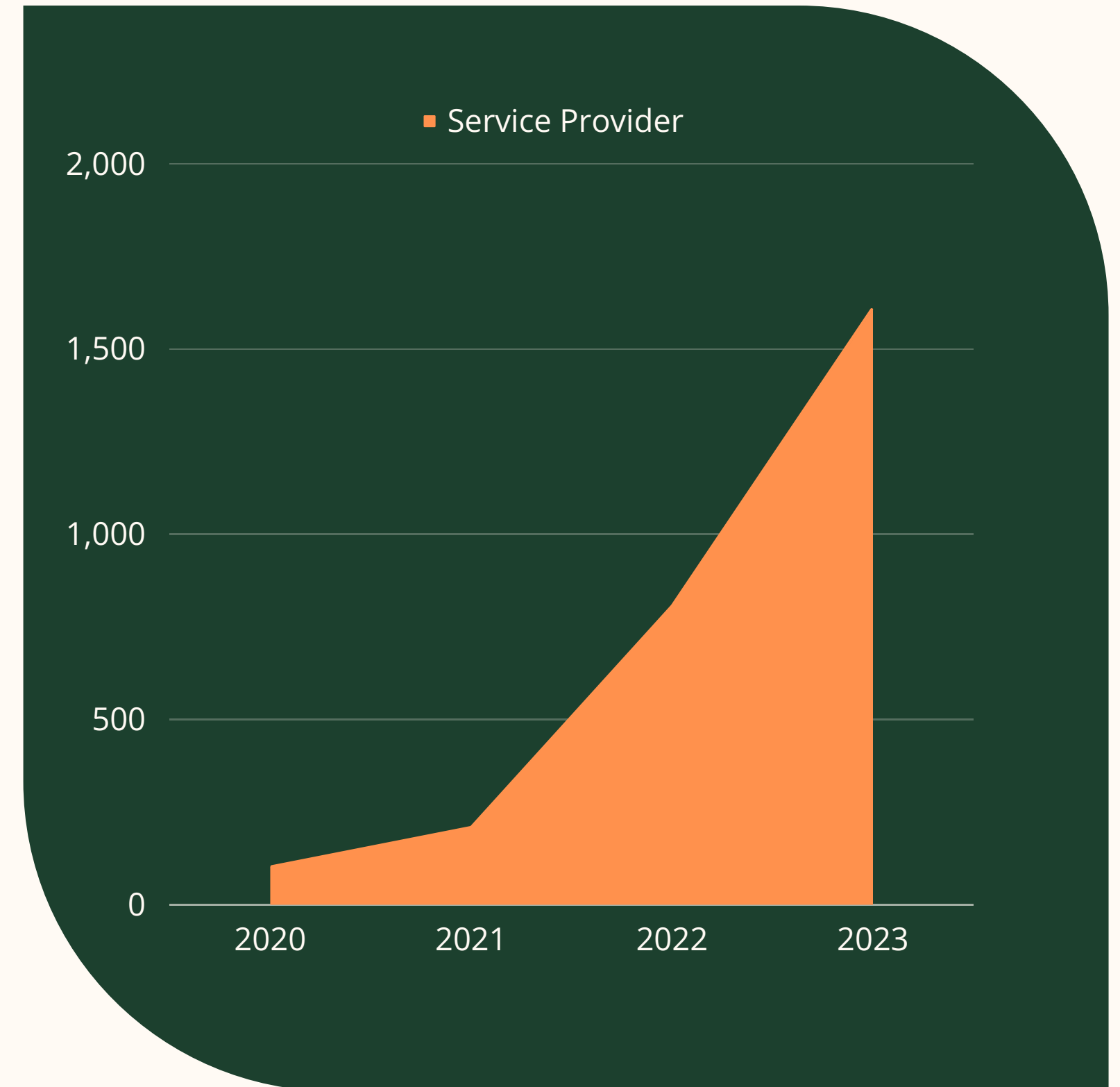
Customer Acquisition

Post automation, resulted in Customer Growth from 116K in 2020 to **451K** in 2023.



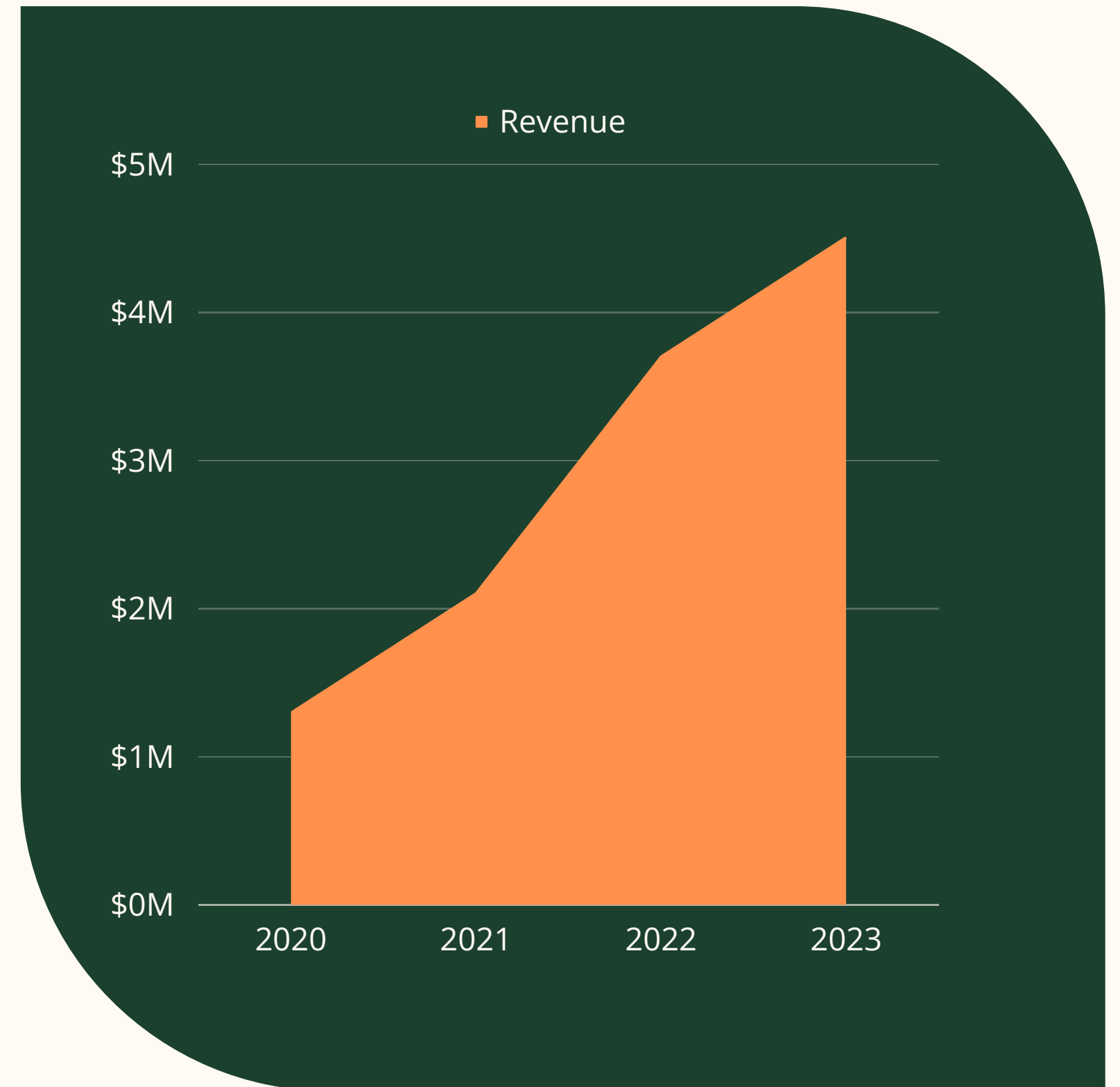
Service Network Expansion

After automation, the Service Provider Network expanded from 102 in 2020 to **1606** in 2023.



Revenue Growth

Revenue surged from \$1.3 million in 2020 to **\$4.5 million** in 2023.



Solution Blueprint

- Retailer Portal**
 - Manage Products/Plans
 - Manage Own Customer Memberships
 - Manage Own Invoices
 - View Profit Reports

- Admin Portal**
 - User Management
 - Products/Plans Management
 - Retailer Management
 - Accounting
 - Customer Onboarding
 - Service Provider Network Management
 - Job Assignments/Tracking

- Customer Portal/ Mobile App**
 - Account Management
 - Manage Membership
 - Raise Jobs/ Track Service Provider
- softserv.in

- Service Provider Mobile App**
 - Customer Jobs Management
 - Getting Customer Signature After Job Completion
 - Raising Invoice after Job Completion

- Automated Accounting**
 - MyOB integration for Invoices/Payments

- Cloud Communication**
 - Automated SMS/Calls after all events i.e. Customer Sign Up/ Job Raising/ Tracking & Closure/ Invoices



Solution Blueprint

Job is auto assigned to nearest Service Provider

Service Provider performs the necessary repairs or services to get the vehicle back on road



Customer raises Road Assistance Request

Service Provider dispatches the appropriate assistance

Customer Feedback and satisfaction level recorded

Solution Blueprint

Jobs Customers Service Providers Retail Partners Membership Invoices Make & Model Plans Old Jobs Job 8808010

JOB 8808010 Completed

Confirmation Received

Membership No. R62127-CMCA

Plan: CMCA - 3S1 Car Retailer: Campervan & Motorhome Club of Australia Limited

Customer Name: Sarvesh Membership Expiry Date: 30/09/2024 23:59

Email: vidyasagar@softserv.in

Mobile: 0423052237

Address: 123 Eagle Street, Brisbane City QLD, Australia Brisbane City QLD 4000

Vehicle: eeew - red BMW 1 Series (2022) Remaining Callouts: 3

Customer Name: Sarvesh CMCA TEST Responsible Person: ashutosh

Customer Phone: 0423052237 Memo:

Refresh Job Save Cancel Job Create Memo

Request For: JUMPSTARTS

Claim For: Car/Trailer

Email to Provider

SMS to provider

SMS to customer

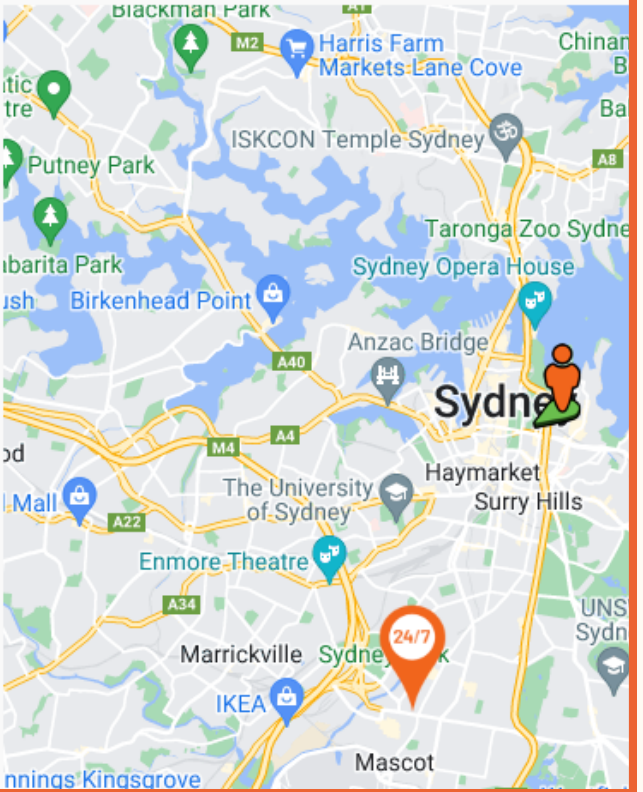
Address: Potts Point NSW, Australia

Postal Code: 2011

Landmark:

One Off Callout

Invoice To Retailer



Memos

INITIALS	NOTES	STATUS	Added On
Ashu	Job booked SMS s...		03/10/2023 23:05
Ashu	Job has been can...		03/10/2023 23:06
Ashu	Job booked SMS s...		03/10/2023 23:06
Ashu	Job is reverted aft...		03/10/2023 23:06
Ashu	Job has been co...		03/10/2023 23:07

Timeline

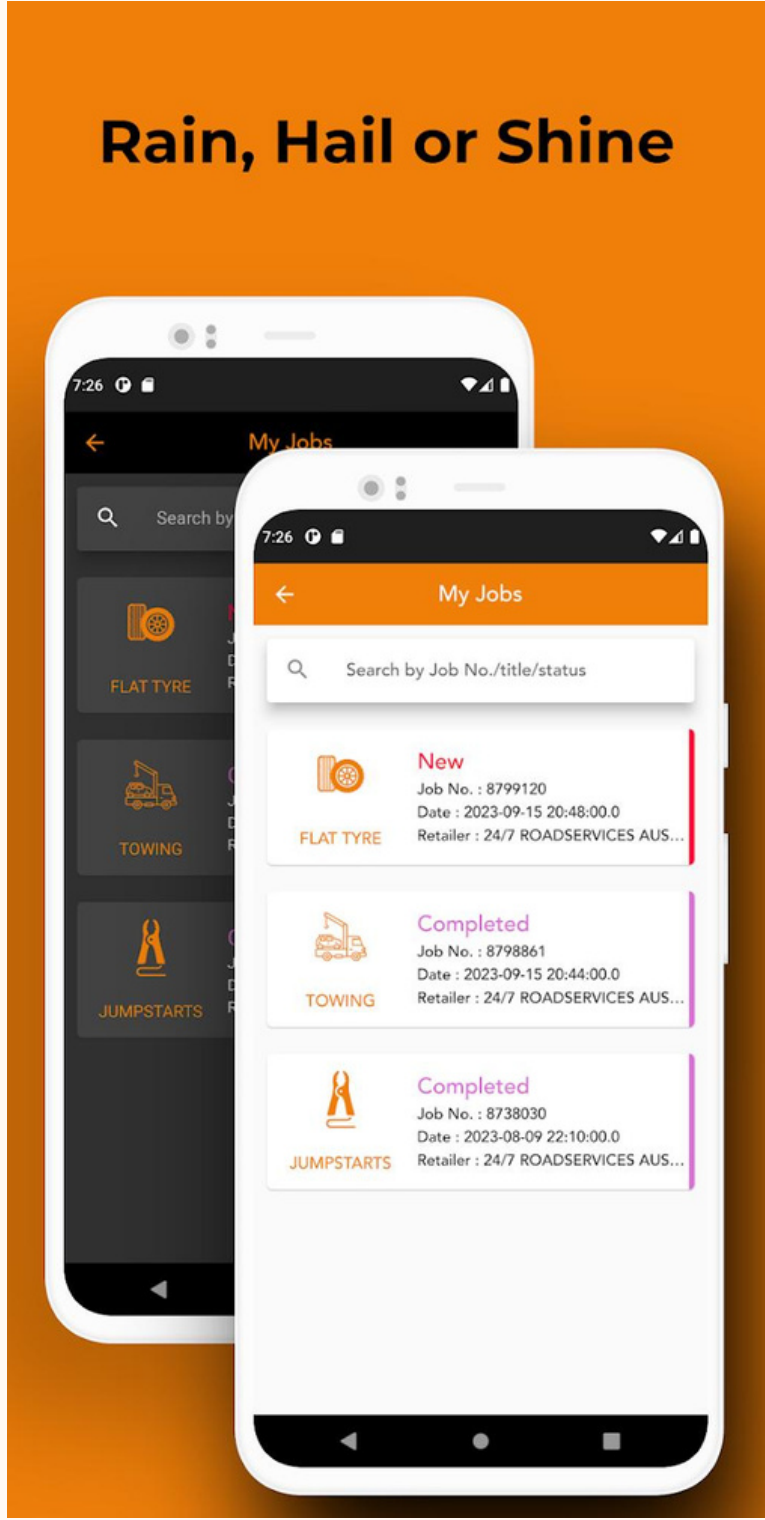
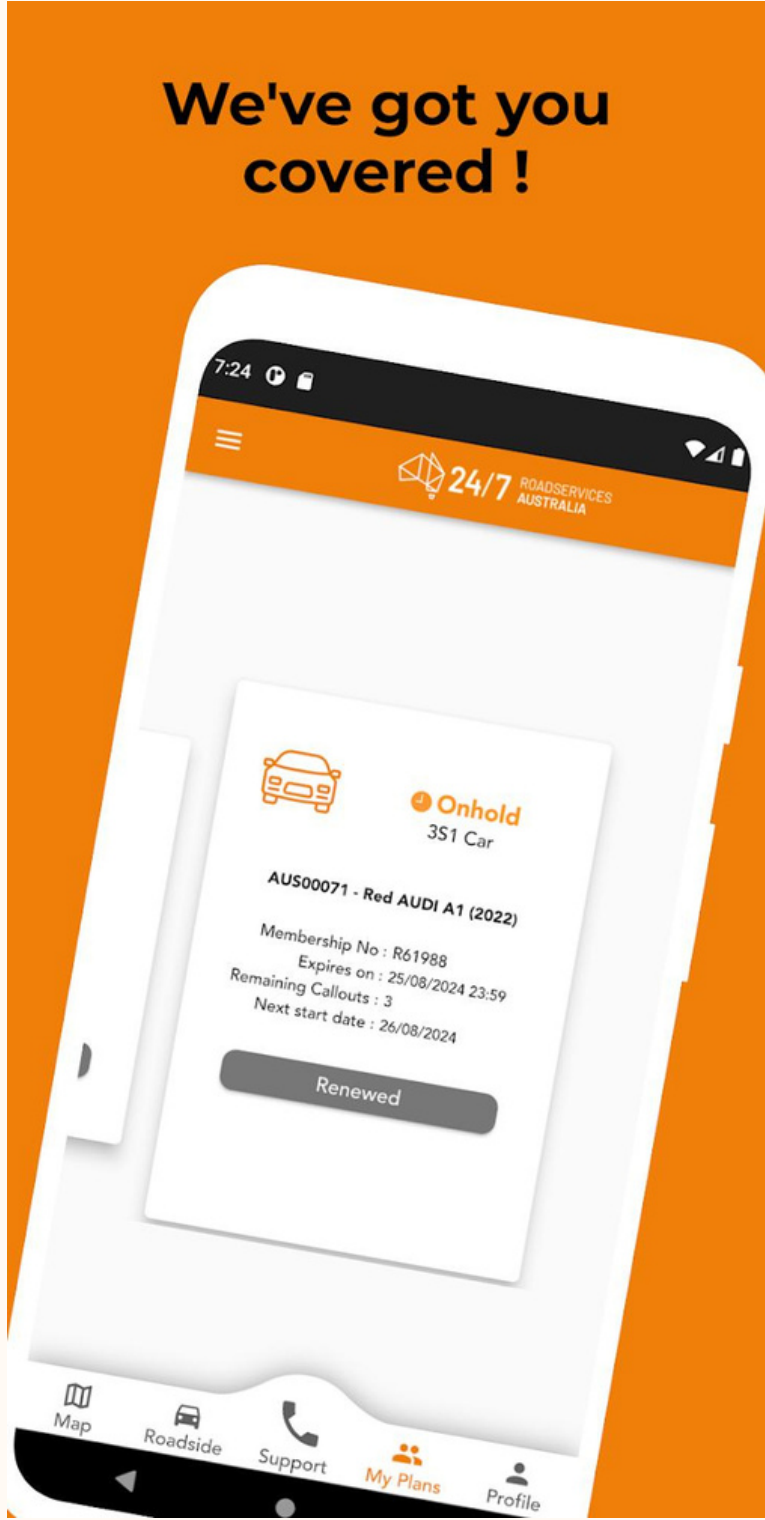
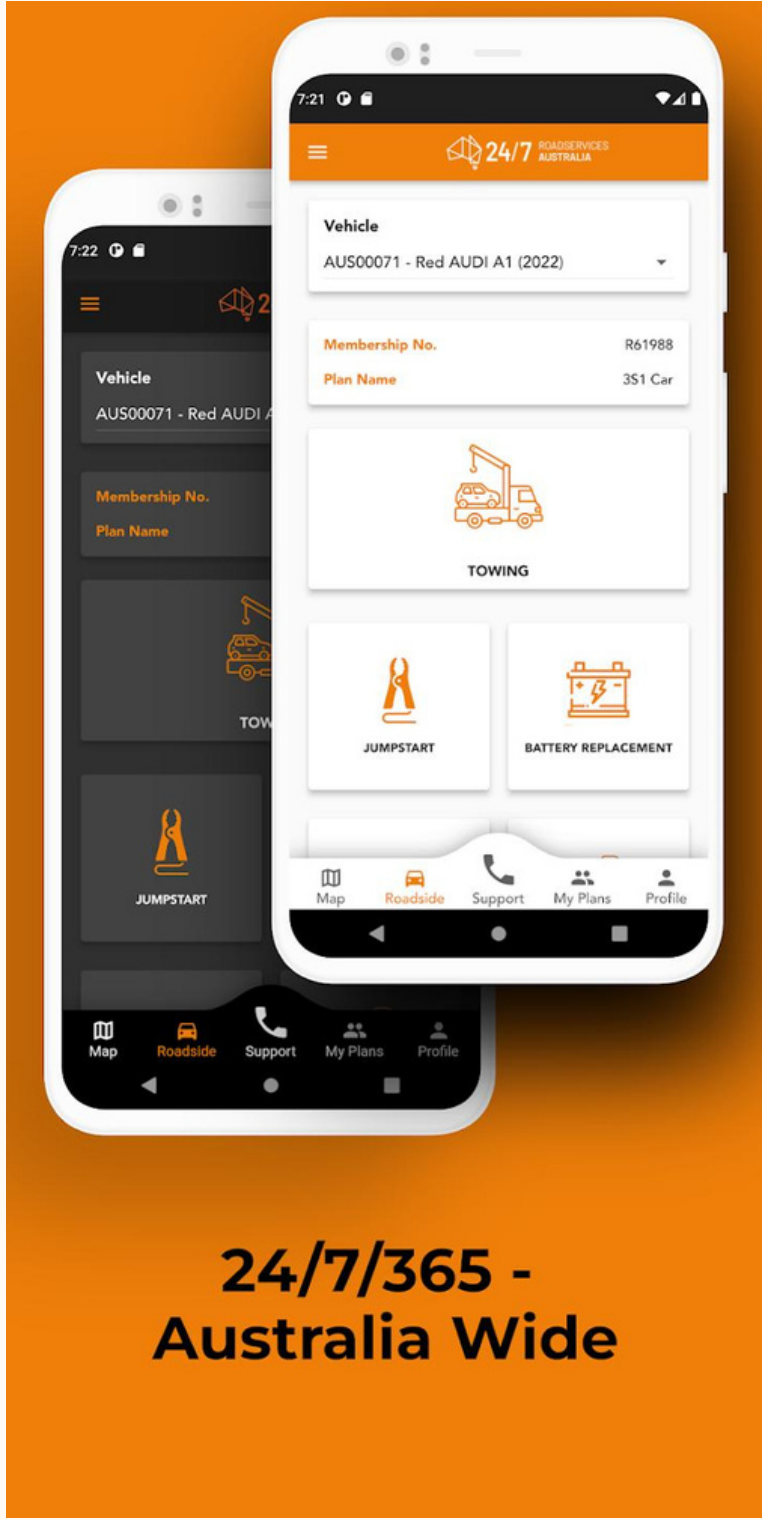
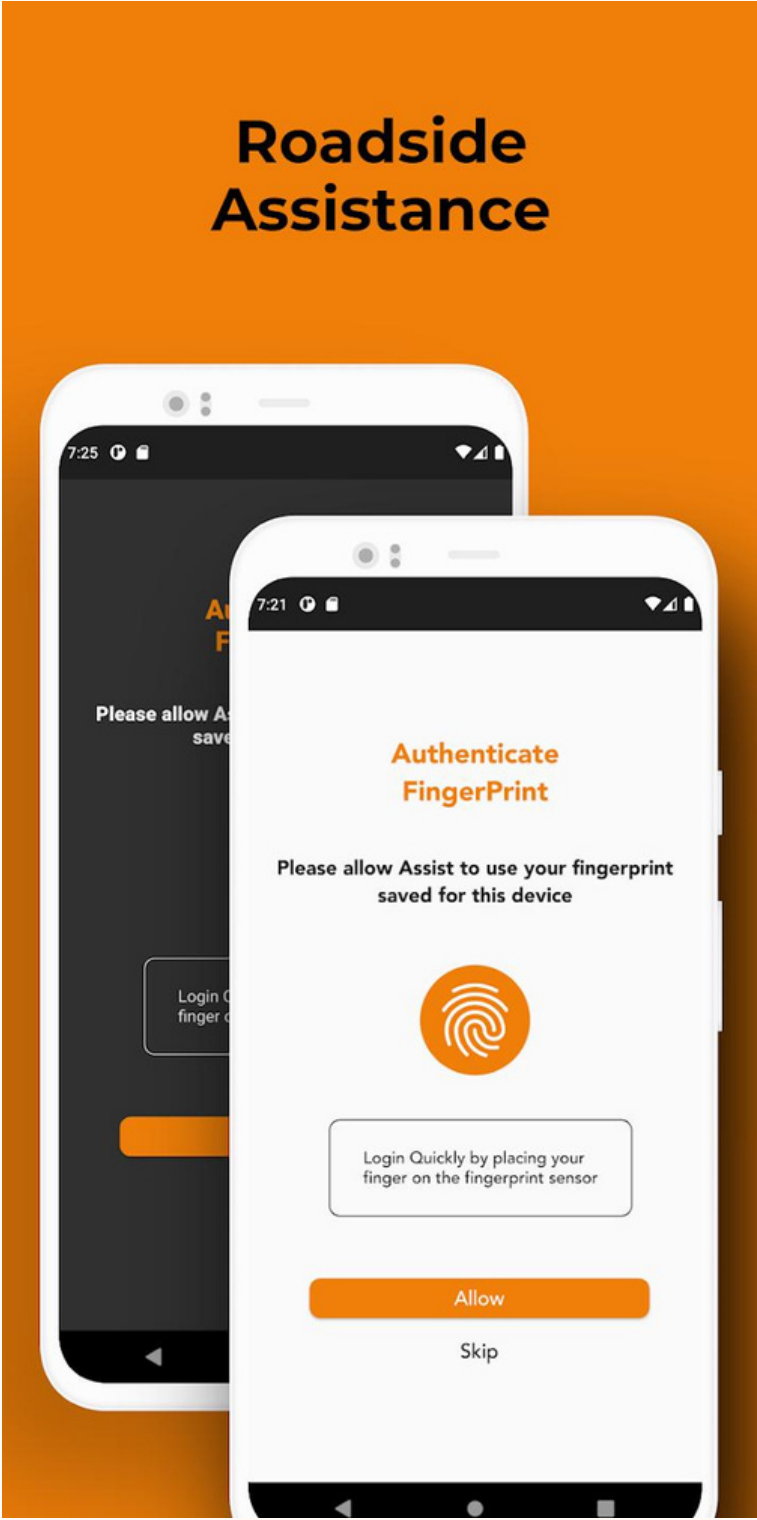
Depot	Service Provider Name	Status	Status Time
		New	03/10/2023 23:03
Alexandria	Softserv TEST	Awaiting Accep...	03/10/2023 23:04
Alexandria	Softserv TEST	Pending Confir...	03/10/2023 23:05
Alexandria	Softserv TEST	Approved	03/10/2023 23:05
Alexandria	Softserv TEST	In Progress	03/10/2023 23:05
Alexandria	Softserv TEST	Cancelled	03/10/2023 23:06
Alexandria	Softserv TEST	In Progress	03/10/2023 23:06
Alexandria	Softserv TEST	Completed	03/10/2023 23:07

1 - 5 of 5

- Send Renewal Reminder
- Renew Contracts
- Expired Contracts
- Future Renewed Contracts
- Get Renewed Contracts
- Get New Contracts
- Get Contracts To Verify
- Get Retailer Contracts To Verif
- Send Password Link To Custom
- Eway n...
- Renewal Notice

- Customer
- Service Providers
- Retailers
- Jobs
- Reports
- Emails
- SMSs
- Import
- Vehicle
- Membership Plans

Solution Blueprint



Conclusion

The integration of a tailored software solution revolutionized the operations of 24/7 Roadside Services Company, resulting in heightened efficiency, decreased response times, and elevated customer satisfaction. This case study underscores the significance of harnessing technology to tackle operational hurdles within the automotive and emergency services sector, ultimately delivering superior service to clients.

Explore Details, Connect Now

Email

info@softserv.in

Website

softserv.in

Call us

+1 910 300 9191 (USA)

+61 288 06 0091 (AUS)

+91 876 400 9191 (IND)