

MONDIAL ASSISTANCE LAUNCHES iPhone APP

Bringing the Next Generation in Customer Contact to the Roadside Assistance & Warranty Market

As a leader in bespoke roadside assistance and warranty services, Mondial Assistance is bringing 21st century SmartPhone technology to the UK assistance industry, with the launch of Direct Assist. The new innovative service, initially available for iPhone users but will be launched to other Smartphones shortly, embraces automatic geo-localisation allowing users to request roadside assistance at the touch of an icon. Direct Assist is a white label product that will be branded in the name of Mondial Assistance motor manufacturer clients, helping them meet the ever changing needs of their customers whilst enhancing customer retention offers, such as assistance and warranty renewals.

Customers requesting roadside assistance simply launch their manufacturer branded roadside assistance iPhone app, select the service they need and enter their vehicle details. Using GPS technology, the customer's exact location is pinpointed, helping customer service representatives identify the nearest available assistance resource. Once the service is confirmed, the iPhone app delivers the estimated time of arrival direct to the caller's phone.

Utilising the phone's built-in GoogleMaps facility, if towing or on-site repair isn't necessary, the application informs customers of the nearest workshop or dealer, offering access to a list of the nearest 10. The customer can automatically contact these providers or map the route to get there.

"Direct Assist can be branded and tailored to the needs of any of our clients, offering them a new dimension to their roadside assistance package," explains Lee Taylor, Automotive Director for Mondial Assistance in the UK. "By harnessing the latest

technology, we are offering our client's customers the additional peace of mind that comes from having, fast, easy access to their manufacturer roadside assistance services. This app puts the driver firmly in control and allows their user information to be transmitted automatically to customer service representatives, saving valuable time to get them motoring again as quickly as possible.

"This is the latest addition to Mondial Assistance's suite of white label products here in the UK, designed to help motor manufacturers enhance their customer service offering. Fundamentally, in the longer term, we see our iPhone app playing an essential role in the marketing and communication activities of motor manufacturers. It is the next generation of customer contact, which is key to ensuring an outstanding relationship throughout the ownership experience. With Direct Assist, dealers and manufacturers can offer their customers a new level of assistance in the palm of their hand, bringing a new quality of service to our clients and their customers."

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Mondial Assistance: an intervention every 2 seconds around the world.

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

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