

MONDIAL LAUNCHES ONLINE RENEWALS INITIATIVE

Warranty and Roadside Assistance Services Build Brand Loyalty

Mondial UK, a leading provider in bespoke roadside assistance services and the 2nd largest warranty provider in the manufacturer branded market, has launched an innovative campaign to strengthen brand loyalty and customer retention for its manufacturer clients. The new initiative is to create an online transaction solution for each of Mondial's clients, enabling consumers to conduct a quick and simple renewal of an existing roadside assistance and/or warranty policy.

Simon Cook, Automotive Director of Mondial UK comments: "The new micro-sites for renewing roadside assistance and warranty packages will bring the customer back to the manufacturer, whilst continuing to deliver the brand experience. Research has proved that 86% of customers believe that being assisted by the 'Manufacturer' had inspired more confidence in the brand following their breakdown. Therefore, we believe that giving customers the opportunity to continue that trusted relationship with the manufacturer can only bring benefits to both parties."

Each dedicated website will be tailored to the manufacturers' brand with a link to their home page embedded in the micro-site, cleverly bringing online traffic back to the manufacturer and creating a seamless brand journey for the consumer.

"Mondial is committed to providing the highest standard of service to its clients," concludes Simon Cook. "We strive to champion the manufacturer brand, whether it's at the roadside or in the workshop. Therefore we are continually creating ways to assist in cementing that relationship between manufacturer and customer."

With over 25 years experience in the bespoke roadside assistance concept, Mondial has a proven ability to positively impact customer service, reduce intervention rates and deliver cost savings to its clients.