



AA accelerates SME breakdown reporting time with online launch

Leading breakdown assistance provider, AA Business Services, has launched an online breakdown reporting tool for small to medium-sized businesses (SMEs), allowing patrols to get companies back on the road faster. The new service has the potential to reduce VOR (vehicle off-road) time for customers.

SME breakdowns can now be logged online in one easy step, allowing business drivers to report incidents twice as fast compared with a phone call.

“For over a century, The AA brand has been synonymous with reliability, trust, and excellence when it comes to breakdown assistance,” said James Starling, director, AA Business Services. “The AA consistently sets the benchmark for quality service and digital excellence, which has earned us the trust and loyalty of countless businesses all over the UK. With continued investment in digital solutions, we’re pledging our ongoing commitment to innovation and customer satisfaction.”

The move follows further service enhancements for The AA’s SME customer base, including functionality to tailor contracts online and online policy purchasing. Online breakdown reporting messaging has also been added to The AA’s IVR (interactive voice response) B2B journey, with 34% of customers switching to report breakdowns online. Overall, 61% of all AA members who can report online choose this as their channel of choice.

“Our customers are our business, and we are committed to optimising their digital journeys to get them back on the road as fast as possible, and as simply as possible,” concluded Starling. “Equally, we’re dedicated to providing the very best service that we can offer, empowering SMEs to connect with us on their terms, and at their convenience.”



The AA is the industry's leading breakdown provider, enabling convenience and efficiency to consumers and businesses nationwide. From SMEs to large corporations, AA Business Services offers tailored breakdown solutions to suit any fleet size, vehicle type or operational requirements, ensuring businesses receive the personalised support they deserve.

To access the new service, visit www.theaa.com/businessbreakdown.

For information on AA Business Services, please visit: <https://bit.ly/3fXnVku>.

ENDS

For media enquiries, please contact theaa@provapr.co.uk at Prova Public Relations on 01926 776900.