

MANAGED SERVICES

ADDING VALUE TO YOUR CUSTOMER
RELATIONSHIPS

> NEXT

We've extended the scope of our services to deliver a more joined-up managed experience.

Our award-winning customer service pedigree, combined with a business model which takes in the entire vehicle supply chain, means we are perfectly placed to slot into your operations as you develop new services and products for your customers.

Outsource your vehicle-based services needs and make your customers' lives easier by tapping into AA Managed Services.



AA Managed Services

Choose your level of cover from our modular end-to-end vehicle-based services, building the package that works best for your customers and their needs.

From a single module to full lifecycle management, design the solution that's right for you.

Click on our services to find out more or use the navigation below.

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Roadside
Assistance



- No.1 breakdown provider for petrol, diesel and electric
- Excellent NPS/CSAT scores
- Highest roadside fix rate

Take advantage of more than 2,600 roadside resources plus an extensive garage agent network.

Keep your customers moving through dedicated roadside assistance from the AA. Our cutting-edge technology and 2,600+ expert patrols mean we fix 4 in 5 cars at the roadside and usually get drivers going again in around 30 minutes of arriving.

As the UK’s number one breakdown provider for petrol, diesel and electric cars, we have more highly skilled patrols than anyone else, and more dedicated branded resource too. Your drivers retain the freedom of driving, while you enjoy peace of mind that customer satisfaction is front of our mind.

Our strategy of ‘right first-time resource’ means we fix more vehicles, first time, than anyone else. This results in high customer satisfaction and is reflected in our positive NPS results.

We’re consistently a Which? Recommended Provider for Breakdown Services. Most of the top ten manufacturer programmes are delivered by the AA. And, our customer service is recognised by Business Car, What Van? and Fleet World awards.

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Customer Service & Call Centre



- 95%+ average brand customer satisfaction scores
- Award-winning operations and call centre, including EV specialists
- Dedicated teams to support all stages of the vehicle journey

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Benefit from inbound enquiry management across telephone, email, letter, webchat and social media.

With more than 100 years of frontline driver support, driver satisfaction scores consistently reaching almost 100%, and award-winning customer service, we're well placed to offer you a helping hand when it comes to keeping your drivers happy.

We are the face and voice of your brand. From expert call-handlers to online bookings, reactive social media and live chat expertise, we've got you covered. And you can see exactly what's going on through a self-service reporting dashboard.

Managing an average of 364,000 calls per month, our breakdown call handling team is made up of more than 550 customer advisors. SMS text messaging and external translators are available for customers with additional communication needs.

We manage our own membership base of drivers, so can provide this high level of reactive support for your customers too. We can even embed our people into your teams when you need additional capacity.

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Customer Engagement & Marketing



- Dedicated AA app to support customer communications
- Average 76% driver retention through insured extensions campaigns
- Customers encouraged back to dealerships post-warranty

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Take advantage of outbound communications around renewals, extensions, conversions and sales.

We manage large scale renewal programmes for manufacturers, banks and insurers, achieving market-leading conversion rates and adding value in both sales growth and customer loyalty.

We create proactive customer communications channels for tens of thousands of in-car drivers and are well versed in operating robust sales and extension campaigns, supporting OEMs to retain 76% of drivers post warranty through insured extensions.

When the warranty period is over, your customer relationship journey has just begun. Don't lose touch with your brand customers when we can help you to retain more than three quarters of drivers beyond the first year.

And the ground-breaking AA app, as well as dedicated email and letter campaigns, can help drivers keep on top of their car admin, with push notifications encouraging them back to your centres when MOT and services are due.

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AA Assist
Centre



- More than 14,000 keys cut in just 12 months
- Our trained technicians fix over 16,000 wrong fuel mishaps a year
- Almost one million litres of fuel is decanted and recycled each year

Open the doors for your customers to benefit from value-add options such as Battery Assist, Key Assist, Fuel Assist, EV Support and Vehicle Inspections.

We provide specialist services through our AA Assist Centre, featuring Key Assist, Battery Assist, Fuel Assist, EV Support and Vehicle Inspections. As technology evolves, so do we.

Fuel Assist provides a fully compliant and safe fuel retrieval service in-situ. Whether it is petrol in diesel, or diesel in petrol, we are able to safely remove contaminated fuel and get the vehicle back on the road again within two hours in most cases.

Key Assist provides an on-the-road solution to the increasing problem of lost, stolen or broken keys. All AA Key Assist technicians are professional locksmiths and can cut and programme a replacement key for the majority of vehicles on the UK's roads.

Batteries represent the most common cause of breakdowns in the UK. Battery Assist technicians check the condition of the battery and then re-charge or provide access to a wide range of replacement batteries to get customers and vehicles back on the road.





- EV and hybrid vehicles covered as standard
- We support more than 15% of Charge Post Operator sites in the UK
- All AA Patrols trained to Level 2 EV Prepared, with Level 3 EV Expert coming soon

Engage with the UK’s number one roadside assistance provider for electric vehicles and a leading voice in the Net Zero debate.

Petrol, diesel or electric, we’ll get your drivers back on the road. As the biggest change to driving life comes down the road, we’re here to make sure the nation’s drivers can seize the electric future with both hands.

We provide back-end infrastructure support for more charge-points across the UK than anyone else, handling tens of thousands of calls each month. We also have more trained EV patrols than any other provider (100% Level 2, x% Level 3) and an 80%+ EV roadside fix rate.

Our industry-first unique free-wheeling hub tech helps us to rescue and tow EV drivers quickly and safely. And our commitment to innovation means we’ve also deployed electric and hydrogen vehicles on our own fleet.

From technical training for dealers looking to maintain EVs, through to domestic charge post support, charge point field service teams to customer education packages, we’ve invested in building expertise so you and your drivers benefit.

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eCall & bCall Support



- Dedicated eCall and bCall handlers in award-winning contact centre
- Bespoke relationships with manufacturers; we represent your brand
- More than 90% of new cars sold in the UK now feature eCall

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Keep your drivers safe with dedicated call centre eCall and bCall support in our award-winning contact centre.

As technology evolves, so do we. We’re increasingly connecting more vehicles and developing services to help you and your drivers get the most from connected features and technology, including wraparound customer service for eCall & bCall.

Integrated emergency call, or eCall, can automatically call emergency services for your drivers in an accident, making this a potentially life-saving system. Breakdown call, or bCall, technology calls the breakdown provider or manufacturer call centre.

We can work with you as a third party service provider. With bCall, your drivers call for breakdown assistance from their vehicle (where fitted) with the press of a button. The system sends the location and vehicle information directly to our call centre.

In addition to the dramatic potential to increase road safety, eCall and bCall are paving the way for vehicle connectivity to become a standard technology, bringing telematics into all vehicles.





Mobile Tech Support



- More than 500 AA Approved Garages in the UK network
- 53% of drivers want a technician to come to their home or workplace
- 150% increase in recalls response following dedicated campaign

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Make the most of proactive service, maintenance and repair programmes as well as managing vehicle recalls.

We have a proven track record in managing remote diagnostics through Smart Breakdown, reading over 5,000 different fault codes from vehicles and sending alerts straight to the driver’s phone to take action before it becomes an issue.

More than half of drivers would like technicians to come to their home or workplace to manage service and recall issues. Mobile tech support is about bringing the workshop to those customers, delivering proactive campaigns that are convenient.

Working closely with manufacturer partners, we can deploy over-the-air fixes and software updates. And, when drivers can travel, AA Smart Care enables them to book MOTs or services at AA Approved Garage.

Whether you are looking at a recalls programme, software updates, or basic vehicle maintenance, our mobile patrols are on hand to deliver appointment-based services nationwide, which frees up your centres to take scheduled high-value work.

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Accident Management



- 24/7/365 digitally integrated UK approved repairer network
- Complete end-to-end solution, from FNOL to concluded claim
- Tailored managed repair solutions
- Fully aligned to ISO9001 Quality Management standards

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Tap into a digitally integrated nationwide approved repairer network for complete end-to-end accident management, deploying the right repair resource, first time.

For more than 100 years, the AA has excelled at assisting drivers at the roadside. Our customer-centric approach means we deploy the right resource, first time – and that same commitment runs through our Accident Management solutions.

So much more than repair: we provide an end-to-end service for you and your drivers – keeping them mobile, repairing vehicles and recovering costs. All with a focus on cost control, cost certainty and reduced downtime.

All approved repairers hold a minimum BS10125 standard and repairs carry a three-year guarantee (or until the end of the vehicle manufacturer’s warranty). As a 24-hour operation, we are set up to manage peak periods of activity across our network.

From our First Notification of Loss (FNOL) process with intelligent incident triage, to consistent driver and fleet contact communications, vehicle repairs to cost recovery and claim conclusion, we are with you and your drivers every step of the way.

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Driver
Training



- UK leader in the delivery of policer-referred driver offender courses
- Full suite of EV e-modules and face-to-face training modules
- Pioneer of e-scooter and micromobility safety training

Benefit from driver training that changes behaviour, reduces incidents and helps you to manage costs in your organisation.

AA Drivetech can help your customers make better, and safer, driving decisions. We do this by sharing the latest information and challenging their driving beliefs. The feedback we’ve gained shows we make a real difference.

We regularly and passionately measure our driver training, using Net Promoter Scores to collect customer feedback, and are proud of delivering consistently excellent results.

We help you to save lives, save money and protect your reputation. We provide a powerful range of digital, on-road and workshop-based driver training products, including award-winning EV Co-Driver modules, to help your drivers make better decisions behind the wheel.

We deliver fleet consultancy, driver assessment and training services in over 95 countries and in 35 languages through over 40 partners. This improves driver safety, reduces fleet running costs and ensures legal and duty of care compliance.

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Onward
Mobility



- Greater control over costs and driver experience
- 50% reduction in vehicle off road (VOR) days
- 20% cost reduction over daily rental schemes
- 100,000+ replacement vehicles provided

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Enhance your customer satisfaction through streamlined post-breakdown onward mobility solutions that provide greater financial control, better quality service and reduced downtime.

We know brand advocacy and loyalty is critical to maintaining long-term relationships with your customers. They need to be certain you’ve got them covered in the event of a breakdown, providing specific brand replacement vehicles managed by a dedicated team with experience of operating mobility fleets.

Given ongoing manufacturer part supply issues and an escalating financial climate, mobility fleets are an increasingly effective alternative to daily rental schemes. We offer structured pricing models, greater control over costs, and a seamless experience with consolidated billing across breakdown and mobility.

Our deployment system is designed to know exactly what onward travel entitlements are appropriate (including like-for-like replacement vehicles, public transport and overnight accommodation) and we can arrange this with a simple scan of a driving licence at the roadside.

Work with a brand you can trust to deliver fantastic customer experience and expert mobility asset management. From deploying quality vehicles in great condition to reducing your administrative burden, mitigating uncertainty over costs to eventually disposing of your fleet, we have the expertise and contacts to power your mobility.



How we work together



The AA customer journey, from product design, marketing, sales, service and customer experience, has been awarded ISO 9001 accreditation for quality management.

Our omnichannel approach provides drivers with lots of options to contact us - phone, online, by text, or using our app. We then use connected smart systems to keep customers updated on the progress of their breakdown or repair.

We've automated a lot of our processes to make them faster and more accurate, and we focus on the person, not just the car, making sure drivers have everything they need to stay safe and keep mobile.

AAHelp2 system

Our in-house built dynamic scheduling system manages all requests for service and sends the correct resources to drivers in a timely fashion. This includes 'Buzby' remote fix specialists and our technical helpdesk, as well as smart breakdown patrols and recovery services, and specialist Assist teams.

Phoenix

Our in-house monitoring system keeps an eye on arrival times and ensures drivers are kept up-to-date with the process of their job. This includes push notifications to mobiles, text updates, notifications through the app, a tracking link, phone calls from the call centre and Patrol, as appropriate.

AALive

Our Oracle reporting portal enables you to receive high level summary performance data and real-time management information, allowing you to transparently track service performance daily, weekly, monthly.

Why work with us?

We're great at what we do, we'll bring you the very best technology, and we offer much more than just breakdown services.

Our competitive advantage is based on high service levels, strong partnerships, digital expertise and our ability to deliver innovative value-adding solutions to our partners.

Yes, we have the scale. We are the largest business-to-business provider in the roadside assistance market, with around:

- 55% of the manufacturer segment;
- 60% of the UK's largest fleet and leasing companies;
- 50% of the banking added-value-account segment;
- And an increasing number of insurance companies.

But we also have excellent training, equipment and technology that allows us to provide an unparalleled level of customer service, as evidenced by our consistent Which? Recommended Provider status.

We are constantly investing and evolving our offer, developing our capabilities in line with changes in the markets, innovating to meet the requirements of our customers, and working with partners to produce bespoke solutions because there is no 'one-size-fits-all' approach.

We are an iconic brand with a proud history, and our colleagues work hard every day to maintain that status, going above and beyond for our customers, investing in our innovations, and training and developing the best people.



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THANK YOU



Onward
Mobility

- Greater control over costs and driver experience
- 50% reduction in vehicle off road (VOR) days
- 20% cost reduction over daily rental schemes
- 100,000+ replacement vehicles provided

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“We’ve gone past those days where the technician just goes out. It’s all about technology and telematics. We should be able to be more proactive and more preventative, as that’s the direction of travel.”

Claire Mallinson

**UK Roadside & Mobility Business Manager
Jaguar Land Rover**

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Driver Training

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- Full suite of EV e-modules and face-to-face training modules
- Pioneer of e-scooter and micromobility safety training

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“Drivetechn has helped us reduce the number of crashes and injuries involving staff who drive for work.”

Karen Tubb

SHE, Driver Safety & Wellbeing Coordinator
AstraZeneca UK

We deliver fleet consultancy, driver assessment and training services in over 95 countries and in 35 languages through over 40 partners. This improves driver safety, reduces fleet running costs and ensures legal and duty of care compliance.



Mobile Tech Support



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- 53% of drivers want a technician to come to their home or workplace
- 150% increase in recalls response following dedicated campaign

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“The more technology there is within the vehicle, the more possibilities there are to deliver customer service directly through them. We trust the AA to manage the changes that are coming.”

Claire Mallinson

**UK Roadside & Mobility Business Manager
Jaguar Land Rover**

Whether you are looking at a recalls programme, software updates, or basic vehicle maintenance, our mobile patrols are on hand to deliver appointment-based services nationwide, which frees up your centres to take scheduled high-value work.





- EV and hybrid vehicles covered as standard
- We support more than 15% of Charge Post Operator sites in the UK
- All AA Patrols trained to Level 2 EV Prepared, with Level 3 EV Expert coming soon

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“With the AA’s expertise in holistic customer care and EV knowledge, we are confident their team, in combination with our own, can help us deliver our customer service vision through a seamless first line of response.”

Toddington Harper
CEO and founder of GRIDSERVE

From technical training for dealers looking to maintain EVs, through to domestic charge post support, charge point field service teams to customer education packages, we’ve invested in building expertise so you and your drivers benefit.





Customer Engagement & Marketing



- Dedicated AA app to support customer communications
- Average 76% driver retention through insured extensions campaigns
- Customers encouraged back to dealerships post-warranty

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Take advantage of outbound

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“What’s been key with the AA is their willingness to support our business at every turn and their attention to detail with all our requirements. We have a solution which is exactly right for us and it has saved us time and money in the process.”

Jo Rimmer

**Operations Director
Warranty Administration Services**

letter campaigns, can help drivers keep on top of their car admin, with push notifications encouraging them back to your centres when MOT and services are due.





Customer Service
& Call Centre

- 95%+ average brand customer satisfaction scores
- Award-winning operations and call centre, including EV specialists
- Dedicated teams to support all stages of the vehicle journey

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“The AA team is supportive, knowledgeable of the EV market and willing to be flexible to our requirements. We are delighted with the partnership we are developing. This charge point support is vital to getting our customers ‘charged’ and back on their journey, but it also goes further than this. This partnership demonstrates to drivers that the industry will cope with the EV transition and that the right technology and customer service is available to power their journeys.”

Justin Meyer

Managing Director SWARCO eVolt

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even embed our people into your teams when you need additional capacity.



Roadside
Assistance



- No.1 breakdown provider for petrol, diesel and electric
- Excellent NPS/CSAT scores
- Highest roadside fix rate



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“The AA is at the forefront of our fleet management offering, providing our rental and fleet managed customers with 24/7/365 support. They developed bespoke system and reporting updates that allow us to manage our fleet more effectively.”

Mike Cooke

Head of Fleet at Herd Hire

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