

ROADSIDE ASSISTANCE

CALL OUR EMERGENCY SERVICE



Roadside Assistance

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Group 9

Primary Business

- Roadside Assistance specializes in offering assistance to customers who are covered by Original Equipment Manufacturer warranties and Insurances.
- They provide services such as towing, changing flat tires, and batteries.
- Roadside assistance acts as a “third party service/middleman”



RA's Contract With Clients

- **Flat-Fee-per-Dispatch:** RA charged a fixed fee per assistance dispatch, assuming the cost risk. This model offered OEM clients predictable expenses and allowed RA to profit if costs were kept low.
- **Claims Pass-Through:** RA billed clients based on actual service costs, adding an administrative fee. This model passed the cost risk to OEM clients, stabilizing RA's revenue despite cost variations.
- **Flat Fee per Vehicle, Policy, or Member:** For post-warranty assistance, RA charged a set fee per vehicle, policy, or member, covering both claim frequency and severity. This provided OEM clients a simple, pre-paid solution for extended coverage.

RA's Value Creation Process



Initial Contact

**Information
Gathering and
Dispatch**

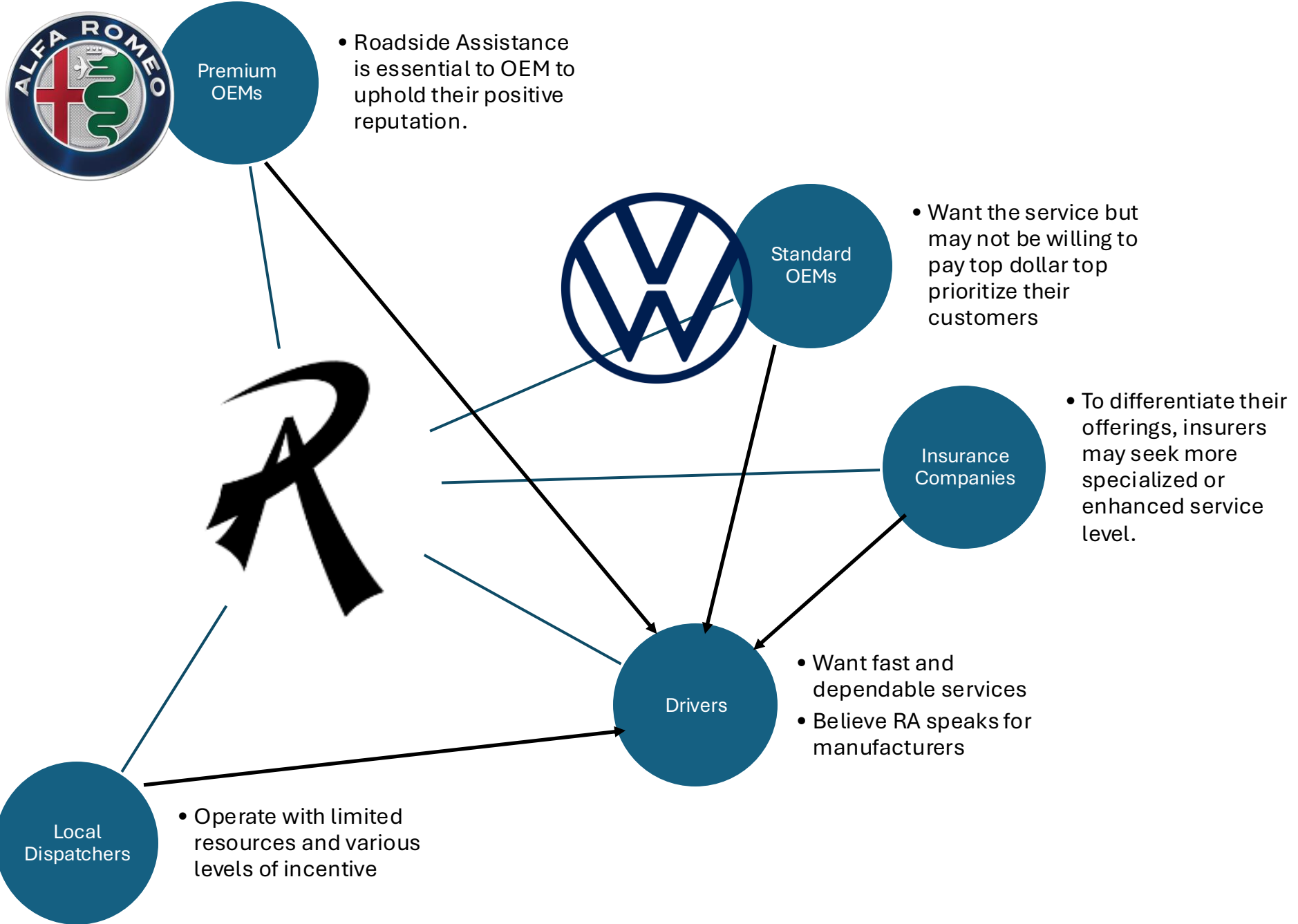
**Customer
Communication**

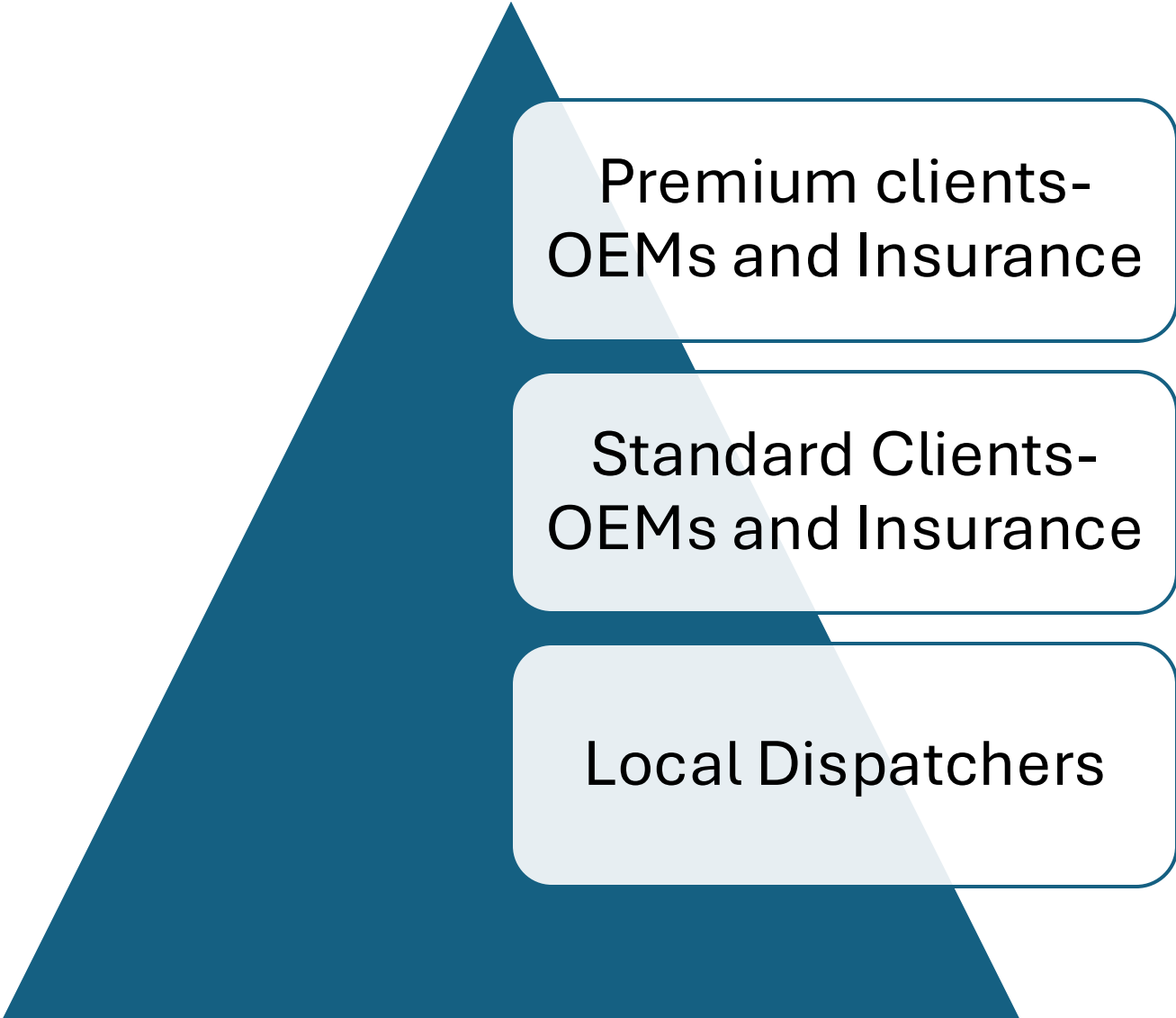
**Service Fulfillment
and Brand
Representation**

Cost Management

Identify and analyzing stakeholder

- **Original equipment manufacturer, such as Hyundai and Chrysler**
 - Roadside Assistance contracts with OEM (3-5 year terms)
 - Main customers
 - Interest: Roadside support is crucial for OEM's, as it provides customer with assistance under warranty coverages. Their key goal is to control and regulate expenses while keeping brand reputation and client satisfaction.
- **Vehicle owners**
 - Motorist is one of the most critical stakeholder as they are the users of this service. Motorist experience and satisfaction significantly influence Roadside Assistance reputation.
 - Interest: The main thing that car owners want is a dependable and yet affordable roadside support that assists them.
- **Insurance companies**
 - Insurance companies are one of the most important stakeholder of Roadside Assistance as they frequently incorporate roadside support within the benefits and features of their policies.
 - Interest: Insurance companies are looking for a trustworthy road service provider who can give efficient roadside help to its customers. Like OEM, they are interested in a **cost-effective** service that can improve customer loyalty by offering prompt assistance.





Premium clients-
OEMs and Insurance

Standard Clients-
OEMs and Insurance

Local Dispatchers