PROCESS	Pre-Service. Vehicle breaks down. Request for repair.	Makes contact with service provider	Vehicle recovery on route	Vehicle and customer rescued	Post Service. Follow up call
CUSTOMER GOALS	Vehicle needs repairing, recovering to the garage or home	To pass on information relating to the problem and where they are currently located	Remain safe and waits for assistance to arrive	Get the vehicle going again or recovered back home or back to base	Feedback on service received. Arrange next steps for vehicle repair/replacement.
TOUCHPOINTS & EMOTIONAL RESPONSE	• Discovers problem • Opens the app and logs in • Finds location using map and find my location feature • Chooses to request roadside assistance	• Receives confirmation of request for assistance in the app • Receives follow up call from the service provider • Passes any more relevant info over. • Waits for further updates	• Exits vehicle and finds safe place to wait • Receives automatic update with ETA and details of who's attending • Waits for assistance to arrive	• Assistance arrives and diagnoses • Recovery destination agreed • Vehicle loaded up and recovered to destination	• Vehicle in for repairs or replacement sourced and delivered • Follow up telephone call • Feedback survey
CUSTOMER THOUGHTS	• Inconvenience • Worry • Irritation • Glad to have the app and get be able to make a quick request	• Slight relief • Reassured request for assistance has been answered • Resigned to fate • Not going anywhere soon	• Worry • Boredom • Informed • Glad to know the problem is being dealt with	• Relief • Respite • Appeasement	• Satisfaction • Criticism • Closure

OVERALL CUSTOMER EXPERIENCE

Recommendations

| IDEAS TO IMPROVE | • Pre-programmed quick-dial number
• one touch incident reporting
• Instant messaging | • Telematics/location-based services
• Simple fewer options on screen reporting | • Automated update messages/push notifications
• Visual representation of distance of assistance / time remaining | • Options in app to add recovery destination or uses pre agreed location | • Online feedback survey link in the app or dashboard
• Repair progress update/visualisation. |