

## Advertisement feature

# Award-winning AA offers more than just breakdown recovery

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**T**he AA is one of the UK's most trusted and well-known brands, associated with helping people when they need it most at the roadside.

Our commitment to customer service is continually demonstrated through independent accolades such as Which? Best Buy, awarded to the AA for Breakdown Cover since 2006. We also independently survey our customers to gain feedback on the service they received, using their comments to develop and improve.

David Wallace, director AA Business Services, said: "We provide products and services to the majority of fleet drivers in the UK and have tailored them specifically to this sector's needs. For the majority of customers it is the AA they turn to when other suppliers have let them down. It is this total customer focus that we believe makes us stand out as an exceptional fleet supplier".

He added: "As well as over a century of serving members at the roadside, we have developed a wealth of innovative solutions that enhance our breakdown services. We are an extremely innovative organisation, and in the past year we have significantly developed our core principle of a 'man in a van' to cover other crucial issues faced by fleets."

The AA's innovative new breakdown-related services include the following:

- AA Key Assist offers replacement vehicle keys produced in-situ, often within the hour, and fully-programmed to the specific vehicle.
- AA Fuel Assist safely and legally removes contaminated fuel from the vehicle in-situ, with over 99% success rate. The technicians are highly-trained specialists equipped with the most advanced and safe mobile fuel retrieval system on the market, meeting strict health and safety and environmental regulations.
- AA Service & Repair is a new product from the AA providing mobile servicing and repair work. All work is fully guaranteed, using OEM parts and fully trained technicians who have access to comprehensive technical information and specialist tooling and equipment.
- AA Accident Management has grown and developed recently and now utilises our own claims management system, Invictus, which speeds up the FNOL process, making it easier for fleet drivers and managers.
- AA DriveTech offers a whole range of driver training solutions including classroom sessions, online training programmes, practical driving courses including eco-driving, and other services such as online licence checking and document storage.
- AA Battery Assist is the solution to the most common cause of breakdowns. The vehicles are based around key conurbations and carry a wide range of batteries. When a breakdown is identified as a battery fault at the call handling stage we can deploy a technician to attend and replace the battery straight away.

### 'Particularly beneficial to fleets'

AA AutoWindshields is the UK's only fully-mobile vehicle glass repair and replacement service.

Since its acquisition in December 2009, the AA has grown the number of glass technicians to 175 and has also trained all AA Patrols, AA Fuel Assist and AA Service & Repair technicians to undertake emergency repairs.

We operate 24/7/365 and travel to the customer's own location. This is particularly beneficial to fleets as it means we can attend at their workplace or depot at a time to suit them.



### Reader quotes...

"Fast friendly efficient service"

"Patrols are polite, clean and knowledgeable"

"Never let us down with regards to breakdown assistance and recovery"



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