80% Faster Response Time and Speedy On-Road Assistance with a Digital Solution

Client Background

Our client is a leading multinational automotive company specializing in the manufacturing of a diverse fleet of trucks, buses, and vehicles tailored for various specialized applications. They also go the extra mile to assist their customers during vehicle breakdown situations. They have a team of expert service dealers who provide on-road assistance to customers through their 349 GPS-equipped service vans.

Business Situation

Drivers had to make phone calls themselves to get help on the road if their commercial vehicle broke down. Coordination between the driver, the assistance provider, and the call centres often involved multiple calls, leading to delays, potential miscommunication, and monetary loss to vehicle owners.

Business Challenges

- Longer response times
- No accurate information such as the exact location of the breakdown
- Manual errors in handling service volume
- Delay in timely and effective on-road assistance and technical experts' help
- Lack of analytical insights on service requests, their status, response times, resolution time, customer feedback, etc.
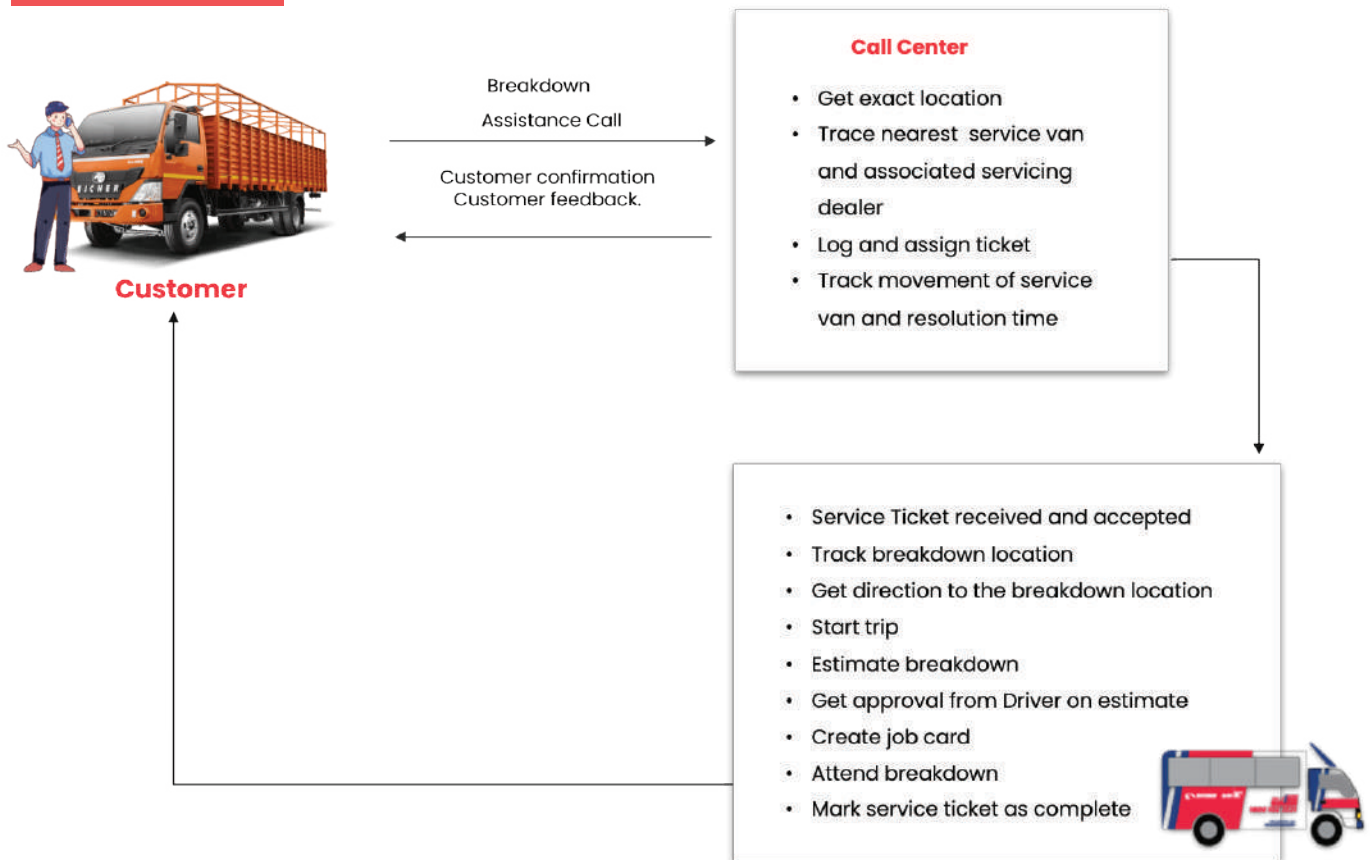
Solution

Addressing these challenges required a more streamlined and efficient approach. Softude designed an integrated digital solution that bridged drivers, vehicle owners, call centers, service vans, service dealers, and technical experts for speedy on-road assistance and resolution. The application architecture is robust to handle the volume and real-time communication needs.

Application Features

- Simple interface for raising assistance requests
- Dashboard for analytical insights on vehicle service and breakdown
- Job card creation
- Live tracking of service vans
- Manage dealer details, location, and service van operator information
- Ticket generation and assignment to the nearest service van engineer
- Call tracking from initiation to closure
- Real-time SMS updates on service status
- Role authorization and escalation
- Seamless communication between all the parties involved

Process Flow

Customer ← Breakdown Assistance Call → Call Center

Customer confirmation
Customer feedback.

Call Center

- Get exact location
- Trace nearest service van and associated servicing dealer
- Log and assign ticket
- Track movement of service van and resolution time

- Service Ticket received and accepted
- Track breakdown location
- Get direction to the breakdown location
- Start trip
- Estimate breakdown
- Get approval from Driver on estimate
- Create job card
- Attend breakdown
- Mark service ticket as complete

Solution Impact

- 80% TAT of technicians
- 60% less vehicle downtime
- On-time assistance to the drivers
- Real-time alert of each service status
- Easy management of service dealers

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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