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## RAC and Renault partnership triumphs at international customer service awards

The RAC and Renault have been named winners at the global [CCA 2022 Excellence Awards](#) for jointly delivering customer service of a world-class standard, as judged by a panel of independent experts from across a wide range of industry sectors.

The partnership was awarded in the prestigious Global Excellence in Business Process Outsourcing Collaboration category, underlining the strength of the relationship between one of Europe's most well-known vehicle manufacturers and the UK's longest-serving motoring services brand.

In winning the award, both companies had to demonstrate how working together has led to extremely high satisfaction levels among Renault's customers. The partnership, which began in September 2020, sees the RAC supporting in the region of one million Renault and Dacia customers covering everything from handling drivers' servicing and repair needs, managing vehicle downtime and the mobility needs of customers, through to managing ad-hoc requests such as providing vehicle-specific technical information. The service also operates across a range of channels, with expert staff interacting closely with customers over webchat and social media, as well as via a traditional phone-based contact centre.

**RAC general manager of branded contact centres Alistair McMillan said:**

“We're thrilled that less than two years after the opening the Renault Contact Centre we've been recognised as delivering a world-class level of service for Renault's customers in the UK. This is collaborative, partnership working in the truest sense with teams both at the RAC and Renault laser-focused on continually driving up customer service standards and ensuring drivers have the best possible experience of Renault Group's suite of brands.

“The award win is a huge testament to the hard work of the teams within both companies, not least because we launched the customer service centre solution at the height of a pandemic which brought with it a number of challenges in terms of recruitment and training. The fact we've been able to demonstrate the benefits of working in unison within such a short space of time is fantastic and I couldn't be prouder.

“There is no room for complacency however and we're excited to see how our partnership with Renault can go even further, starting with supporting the launch of the exciting All- New Mégane E-Tech 100% Electric model later this year.”

**Commenting on the award Peter Tilbury, After Sales Process Leader at Renault UK, said:**

“Our customers are at the heart of everything we do and we strive to provide them with the very best experience, whether they are purchasing a vehicle, booking a service or simply have a query regarding a Renault model. We are delighted to accept this award and see the industry-leading work of the Renault Contact Centre officially recognised. It was vital that we had the right

partner to help us deliver such an important facility and the RAC's extensive automotive experience, plus its existing knowledge of our brands, has helped us to complement our vehicles with an equally innovative and exceptionally comprehensive level of customer support.”

The RAC has been working with Renault UK since 2014 as its breakdown assistance partner for all of Groupe Renault's brands. This was extended to cover electric vehicles in 2021. After a competitive tender in 2020, the RAC successfully secured a contract to open the branded Renault Contact Centre, which took place on 1 September of the same year.

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The press office email address is [press.enquiries@rac.co.uk](mailto:press.enquiries@rac.co.uk) and media centre is at [media.rac.co.uk](http://media.rac.co.uk). **Please note:** the press office is unable to help with individual customer enquiries - please visit the [RAC contacts page](#) to find the right contact.

## **About the RAC**

The RAC, an iconic UK brand, provides complete peace of mind to 13 million UK private and business drivers, whatever their motoring needs. As well as its premium nationwide breakdown assistance service – with an expert branded patrol workforce attending more than two million breakdowns every year – it offers a wide range of market-leading products across insurance, legal services, vehicle inspections and service, maintenance and repair. The RAC is also at the forefront in helping drivers make the switch to electric vehicles and leads in the development of new solutions for businesses and OEMs, partnering with the best in the motoring and mobility space.

## **About Renault**

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the 'Renaulution' strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced and electrified range. Its ambition is to embody modernity and innovation in technology, energy and mobility services in the automotive industry and beyond.

## Contacts



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