



RAC business roadside managing director Phil Ryan (L) with Groupe Renault head of customer support Mark Thomason (R)

Sep 03, 2020 12:03 BST

RAC signs deal to provide customer service centre solution for Renault, Dacia and Alpine brands

The RAC has won a contract to provide a comprehensive customer service centre solution to all Groupe Renault brands in the UK, following a competitive tender.

The contract, which initially runs for three years with an option to extend for a further two, covers both retail and fleet segments. It will see the RAC support around one million customers of Renault, Dacia and Alpine,

encompassing everything from handling servicing and repair needs with dealers, managing vehicle downtime and the mobility needs of drivers, right through to managing ad-hoc requests such as providing vehicle-specific technical information and booking test drives.

The RAC will also carefully tailor the service it provides to specialist fleets which utilise vehicles from one or more of the Groupe Renault brands, in line with contracts agreed with these fleets.

The breadth of the interaction with customers – from pre-purchase through to aftersales and beyond – will mean the RAC will help to unify communications across each Groupe Renault brand, while at the same time deliver an exceptionally high level of service for every customer.

As well as providing a traditional call centre, the contract also covers providing an increasing range of services digitally to suit customers' changing preferences for how they communicate, including via online webchat and social media.

RAC business roadside managing director Phil Ryan said:

“This is an extremely important contract win for us, and further positions the RAC as the number-one automotive services brand supporting OEMs, whether that is with service centre support or traditional roadside assistance, something we already provide to customers of Renault, Dacia and Alpine.

“While the demands and needs of customers differ significantly, our team recognises that every interaction – whether over the phone, online or in person – is an opportunity to build trust and loyalty and demonstrate to each customer just how committed to great service each brand really is. This matches the RAC's approach to putting customers at the heart of everything we do.

“We look forward to exploring further opportunities with each Groupe Renault brand as part of this contract, especially with the arrival of eCall (emergency) and in the future bCall (breakdown) services, which allow customers and even vehicles themselves to request assistance at the push of a button. This will be enhanced by the fact that our teams already have a high level of technical insight, as a result of us providing breakdown

assistance to customers of Renault, Dacia and Alpine vehicles.”

Renault UK Customer Experience Director Jean-Philippe Roubes said:

“We are delighted that the RAC will provide our customer service centre solution for Renault, Dacia and Alpine brands. We are confident that our customers will benefit from not just the RAC’s strong automotive knowledge but also their unique ability to link roadside assistance services with overall customer services. The contact centre expertise, innovation, and flexibility of the RAC will help us to achieve our ambition to deliver industry leading customer services across all the Groupe Renault UK brands.”

The RAC has provided breakdown assistance to Groupe Renault brands since 2014. Groupe Renault, as part of its alliance with Nissan and Mitsubishi, is the fourth largest vehicle manufacturer in the world. Groupe Renault UK sales totalled 109,952 vehicles in 2019.

Notes to Editors

The press office email address is press.enquiries@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.

ISDN radio studio facilities are available for interviews Monday to Friday.

About the RAC

The RAC provides complete peace of mind to 12m UK private and business drivers, whatever their motoring needs. Its services include:

- **[Breakdown assistance](#)**. Its highly-skilled, 1,600-strong branded patrol workforce attends more than two million breakdowns every year, fixing on average four out of five vehicles at the roadside. The RAC’s patrol fleet is one of the most advanced in the UK, and was the first to roll out both an [All-Wheels-Up recovery system](#), allowing the vast majority of vehicles to be

recovered from a single patrol van, and [EV Boost](#) mobile electric vehicle charging units

- [Insurance](#). The RAC is a top-five [car insurance](#) broker having surpassed the 500,000 policies-in-force milestone in 2018. It also offers '[black box](#)' [telematics policies](#), as well as home and travel insurance
- **Other motoring services.** The RAC leads in the development of new solutions for business, fleets, electric vehicles and future car technology. Its additional products and services include a [personal loans offering](#), a [used car buying website](#), [vehicle inspections and checks](#), [legal services](#) or up-to-the-minute [traffic and travel information](#). It also has a network of [Approved Dealers](#) and [Approved Garages](#) which combine the trust of RAC brand with local service and convenience

The RAC also works to support the interests of its members and UK drivers on the most important motoring issues which it identifies via the annual [RAC Report on Motoring](#) and the RAC Opinion Panel. The Report on Motoring is the longest running analysis of driver opinion in the UK having been published every year since 1989.

For more information about the RAC, visit the [RAC website](#).

Contacts



RAC Press Office

Press Contact

press.office@rac.co.uk

Emails monitored during normal office hours. For breakdown queries, call 0330 159 0740

ISDN number on request