



CASE STUDY

APPLICATION DEVELOPMENT ROAD-SIDE ASSISTANCE APPLICATION

About Client

The client is a leading Australian owned franchised automotive servicing and roadside assist company with over 275 centers, making it the second-largest independent automotive car servicing and repairer in Australia. They provide maintenance, roadside assistance, tyre, air conditioning services, and repairs to both fleet and private motorists and offer corporate and government fleet management services.

Business Need

To provided valued added services to their customers (both private and commercial), they wanted to build a fully integrated roadside assistance solution that allowed their customers to request for assistance at any time, in the simplest and quickest way possible.

Challenges

- Real Time GPS Positioning – The app is a GPS based app where the tracking of the passenger is done in real time. Getting the updated location of passengers, even at places where network availability can be inconsistent was a challenge.
- Drawable Map Views – To provide location details of service like Fuel Stations, Banks, Restaurants, Hospitals etc. around a particular radius, an accurate map has to be drawn near to user location. Since the commercial navigation system had an inaccuracy in providing data, it was a challenge to provide accurate map navigation.

CCS Solution

- In the event of a roadside emergency, a simple tap on the app will notify partner service providers within close proximity to provide assistance.
 - Based on the user's location, the app will display information relating to service providers, amenities and helpline numbers that is useful for customers, especially in emergency situations.
 - The app provides users with travel maps and even the locations of nearby ATMs, banks, dine – in restaurants, bakeries, cafeterias and other necessities and attractions nearby.
 - To get additional service and features, users need to buy a policy and register within the application
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Business Benefits

CCS Technologies adopted an agile project management methodology which enabled the client to roll out the app quickly, and at an optimal cost.

The key benefits that the Roadside Assistance App offered the end user:

- User can obtain assistance with just a simple tap
- Users can search for other service like petrol pumps, banks, restaurants, hospitals etc., within close proximity
- Quick Service at the place of breakdown
- Social sharing options
- 99% satisfied customers

CORPORATE OFFICE

39/5173 – D, K C Abraham Master Road,
Panampilly Nagar, Ernakulam, India

DEVELOPMENT CENTER 1 & 2

1st & 4th floor, Lulu Cyber Tower 1,
Infopark, Kakkanad, Cochin 682030, India

DEVELOPMENT CENTER 3

Erayilkadavu, Kottayam
Kerala 686 001, India