



Streamlining Roadside Assistance Services with Salesforce



Client Overview

- **Company Name:** Tabdelta Solutions (Implementation Partner)
- **Client Industry:** Automobile – Roadside Assistance Services (RSA)
- **Client Location:** Detroit, Michigan, USA
- **Client Team Size:** 27 Employees
- **Project Team Size (Tabdelta):** 5 Salesforce Consultants (Architects, Developers, QA, Admins)



Challenges in RSA Service Operations

The client, a leading Automobile RSA Service Provider, faced major hurdles in managing operations and customer experience:

- ❑ Disconnected systems for customer requests, vehicle details, and service providers.
- ❑ Delays in assigning RSA requests to available technicians.
- ❑ Lack of real time tracking of breakdown cases and technician response times.
- ❑ Difficulty in managing customer communication during emergencies.
- ❑ Reporting inefficiencies - leadership lacked visibility into service performance KPIs (average response time, resolution rate, customer satisfaction).



Solution:

Salesforce Implementation by Tabdelta

Tabdelta Solutions implemented a custom Salesforce Service Cloud solution to transform RSA operations:

Centralized Customer & Vehicle Management

Integrated Salesforce with the client's customer database and vehicle details.



Created a 360° customer view, enabling service agents to access request history instantly.

Automated Case Management

Configured Salesforce Service Cloud to automatically generate RSA cases from calls, SMS, or mobile app requests.



Intelligent case routing ensured requests were assigned to the nearest available technician.

Real-Time Communication

Enabled Salesforce Omni-Channel for real-time communication with customers.



Integrated with SMS and WhatsApp to keep customers updated on technician arrival times.

Technician Mobile App Integration

Salesforce Field Service Lightning enabled technicians to update case status from the field.



Allowed real-time tracking of technician location and job completion.

Analytics & Reporting

Built custom Salesforce dashboards to monitor KPIs:



average response time, SLA adherence, technician productivity, and customer feedback.

Results & Impact

Within 4 months of Salesforce implementation:

1

35% faster response time to roadside assistance requests.

2

50% improvement in customer satisfaction scores.

3

Complete real-time visibility of RSA operations.

4

Automated case routing reduced manual workload by 40%.

5

Leadership gained actionable insights for decision-making.



Future Roadmap

1

**AI-powered case prediction
to anticipate high-demand areas.**

2

**Salesforce integration with
IoT-enabled vehicles for
proactive RSA alerts.**

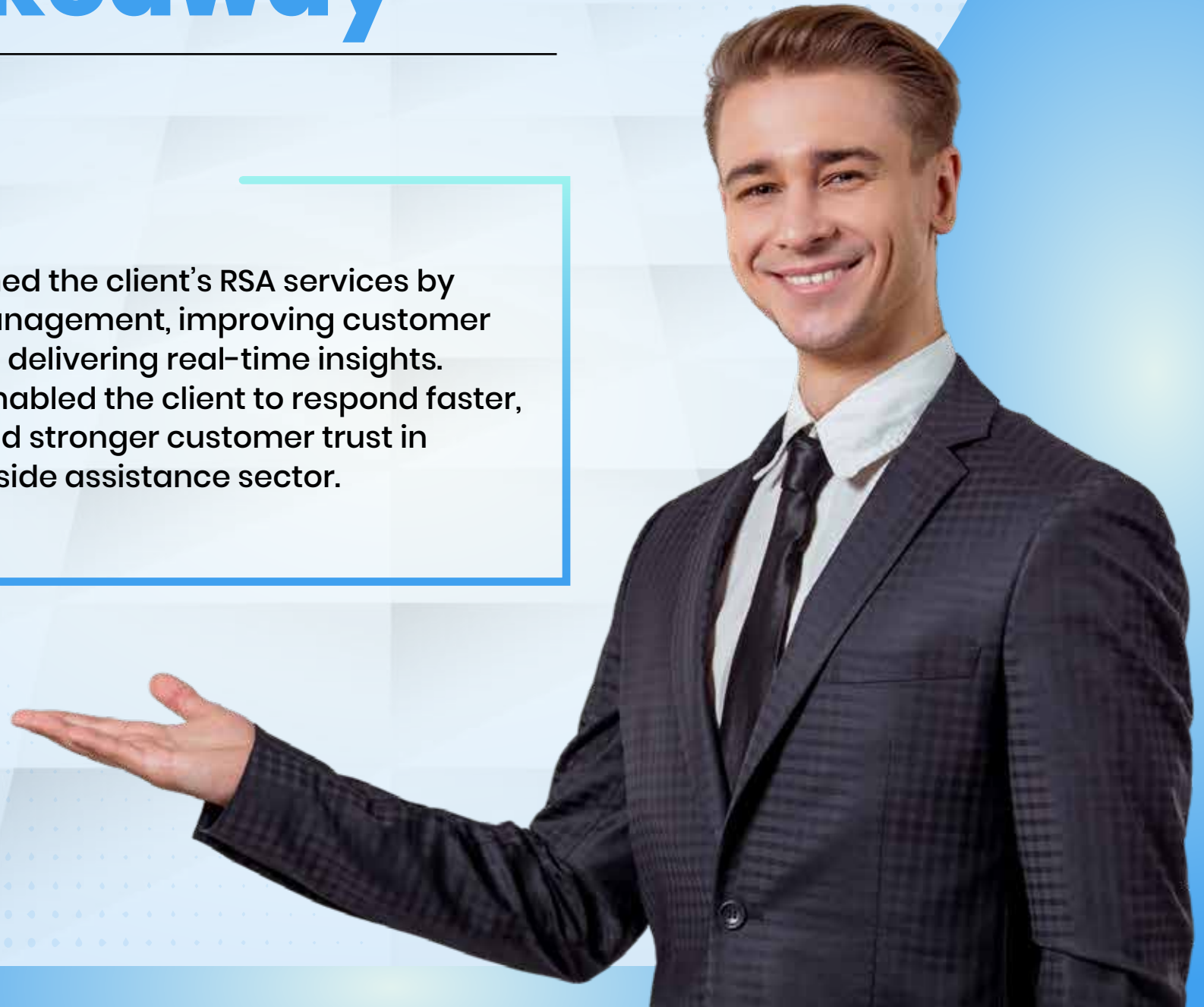
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**Expansion into predictive
maintenance dashboards for
automobile partners.**



Key Takeaway

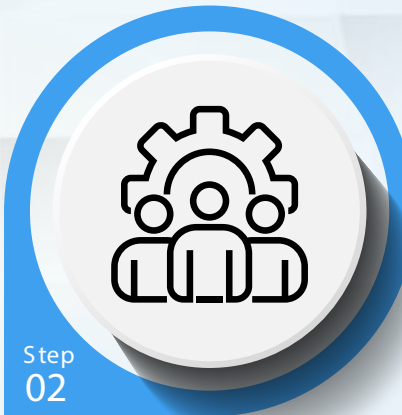
Salesforce transformed the client's RSA services by automating case management, improving customer communication, and delivering real-time insights. Tabdelta Solutions enabled the client to respond faster, serve better, and build stronger customer trust in the automobile roadside assistance sector.



Ready To Transform Automobile RSA Services With Salesforce?

If your automobile or RSA business struggles with delayed responses, disconnected systems, or lack of real-time insights, Tabledelta Solutions' Salesforce expertise can help.

Salesforce Service
Cloud for Automobile Industry



Roadside Assistance
Case Management

Customer Communication
Automation



Real-Time RSA Dashboards

Contact Tabdelta Solutions

• Today

To Drive Your Rsa Operations Forward With Salesforce

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