

Media release:

World's first multi-lingual roadside assistance self-help app

Tuesday 20 August 2019

Digicall Assist, Australia's largest independent assistance provider, has today announced the launch of the world's first [multi-lingual roadside assistance self-help app](#).

The app gives motorists with limited English the confidence that if they experience any issues with their car, they can get assistance in their own language.

Today's launch with Maserati enables the leading prestige car importer to extend their branded customer experience to the roadside.

Maserati Australia COO, Glen Sealey, said "We're passionate about creating exceptional experiences, which is why we're delighted to offer this world-first to our Australian customers."

The inaugural edition of the self-help app is in English, Simple Chinese and Italian. The app facilitates communication between Italian, Cantonese and Mandarin speaking customers and the assistance provider via set questions and answers. This allows customers even with limited motoring experience or car knowledge to be able to communicate the issue they are experiencing. The app also detects the customer's location.

Digicall Assist CEO Michael Curtin said the easy-to-use app delivers not just a better customer experience, but also benefits leading car brands, fleet managers and insurance companies that offer roadside assistance. "This app enables quicker resolution of roadside issues, while minimising stress to stranded customers. Motorists get assistance faster and they get back on the road sooner. For our clients, it means extending their branded customer experience, and more cost-effective services."

.....

About Digicall Assist

Digicall Assist has been delivering tailored assistance to leading organisations since 2003. Our services include national roadside assistance, customer assistance, accident coordination and insurance services. We're the first point of contact between our clients and their customers, to provide a seamless service experience. We're part of the Digicall Group of Companies, operating in Australia, New Zealand, South Africa and the United Kingdom.