



Case study: Motoring assistance company

One of the UK's oldest motoring assistance companies wanted a product that differentiated it from their competition. With a branded key fob the company image is in front of its members every time they use their keys. 12 months free Keycare cover is included in every new membership pack. The company pay for Keycare up front for the first 12 months, Keycare then invite renewal, discuss the benefits of upgraded cover with the customer and pass a commission back to the company. The scheme then becomes a cost neutral product.

Customer service and membership loyalty is the key to the company retaining a very high percentage of the members that join. As the same fundamentals apply to all our corporate relationships it is clear to see why Keycare is so successful within this company.

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