



RAC patrols repair four out of five cars at the roadside on average in 30 minutes.

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RAC excels in Which? customer service survey of top UK brands

The RAC is proud to have received a five star commendation in the latest Which? report *'The heroes and villains of customer service'*.

The survey, which asked 3,690 people to rate their experiences of customer service with major brands, saw the RAC achieve the maximum five-star rating for each of the three categories: making you feel valued as a customer; the attitude/helpfulness of staff, and the efficiency with resolving complaints or problems.

The business which is celebrating 120 years of serving its members and motorists achieved a sixth place ranking sitting alongside some of the UK's favourite and most trusted brands from finance and retail where the RAC was the highest-scoring breakdown organisation for customer service.

The RAC's overall customer service score of 84%, was just five percentage points behind the first place brand in the entire 100-company-strong survey.

This reflects the RAC's commitment to putting its members first and at the heart of all that it does. The RAC's patrols and call centre colleagues always go the extra mile to help resolve drivers' problems and to get them back on the road as swiftly and safely as possible.

RAC operations director Phil Ryan said: "We are delighted to receive this five-star commendation and to be regarded among these top consumer brands. Our patrols and customer service teams are there for drivers 24/7, 365 days a year ready to come to their help and rescue them in their hour of need. So customer satisfaction and great service is our top priority and the results speak for themselves.

"We put our members and customers at the heart of everything that we do and everyone at the RAC is really proud of this achievement.

"We also recognise that we don't get things right 100% of the time – sometimes we can do things better and we are always keen to hear how we can improve our customers' experience."

The RAC has over eight million members and its 1,500 patrols attended 2.2 million breakdowns last year, fixing four out of five cars at the roadside on average in 30 minutes.

About the RAC

First formed in 1897 the RAC has been looking after the needs of its members and championing the interests of motorists for 120 years.

Today it has more than eight million members and is one of the UK's most

progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level. This includes voicing concerns about the increasing cost of motoring, particularly the price of fuel and the high level of tax levied on it, advancing levels of road safety, and supporting the needs of all drivers, from young to old.

The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch on Twitter](#). RAC Fuel Watch is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 30 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 92% of members would recommend RAC Rescue to their friends and family

Contacts



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