

The Digital Transformation of a Leading MENA B2B Automotive OEMs Support Partner Across 15+ Countries

MENA Assistance

MENA Assistance partnered with DPL to achieve its goal of rolling out digital roadside assistance and create CarPal. Through this digital platform, distressed motorists can connect with roadside assistance providers. CarPal further caters to car manufacturers, dealers, car hire companies, and more.

 MVP Development

 Technical Partnership

 Custom App Development

The Client

Founded in 2001, MENA Assistance is a leading B2B automotive original equipment manufacturer (OEM) support partner. Its two decades of experiences have been compiled into several roadside assistance programs offered across 15+ countries in the Middle East and North Africa. MENA Assistance is also the first of its kind in Palestine and Iraq.

MENA ASSISTANCE

Working with OEMs not only guarantee MENA Assistance's expertise, but also qualifies them to operate on their behalf. Some of its clients include Audi, Ferrari, Ford, Jaguar, Land Rover, Lincoln, Maserati, Mercury, Porsche, and Range Rover.

Based on its CSI for 2014-2020, the company has an incomparable customer satisfaction track record of 98%. It has also achieved several certifications, including ISO 27001 and TISAX, or Trusted Information Security Assessment Exchange for Automotive.

The Problem

MENA Assistance takes its reputation as an innovative roadside assistance and connected services provider very seriously. As a leader in this field, the company wished to expand its portfolio further to create an even unforgettable customer experience and gain an edge over its competitors.

Therefore, it was time for MENA Assistance to digitally transform its offerings, starting with its roadside assistance services. With a digital roadside assistance solution, the company can connect companies with their customers as well as roadside assistance providers. Moreover, it can roll out digital solutions to the roadside assistance partners of Audi, Ford, Porsche, and other major automotive brands.

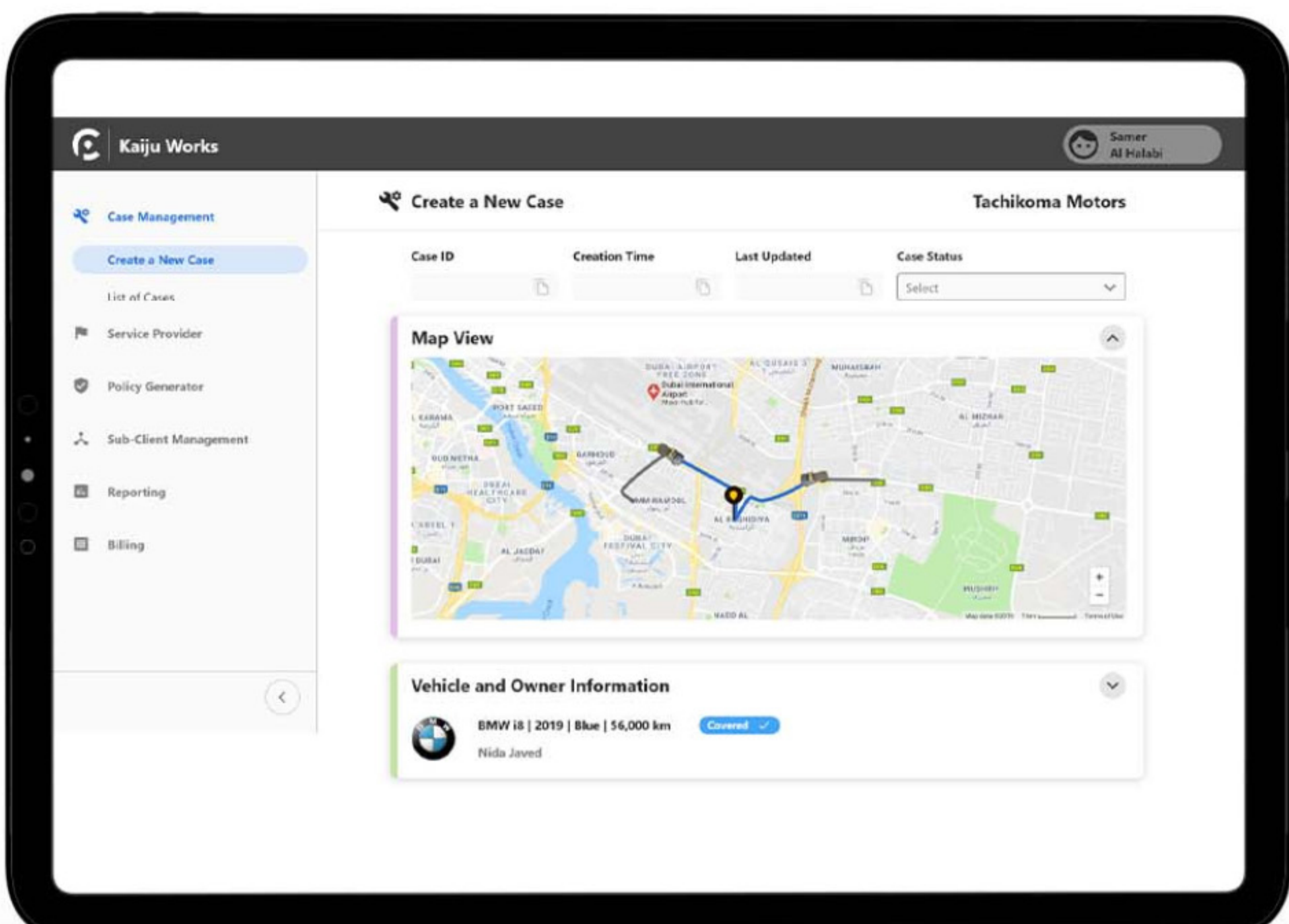
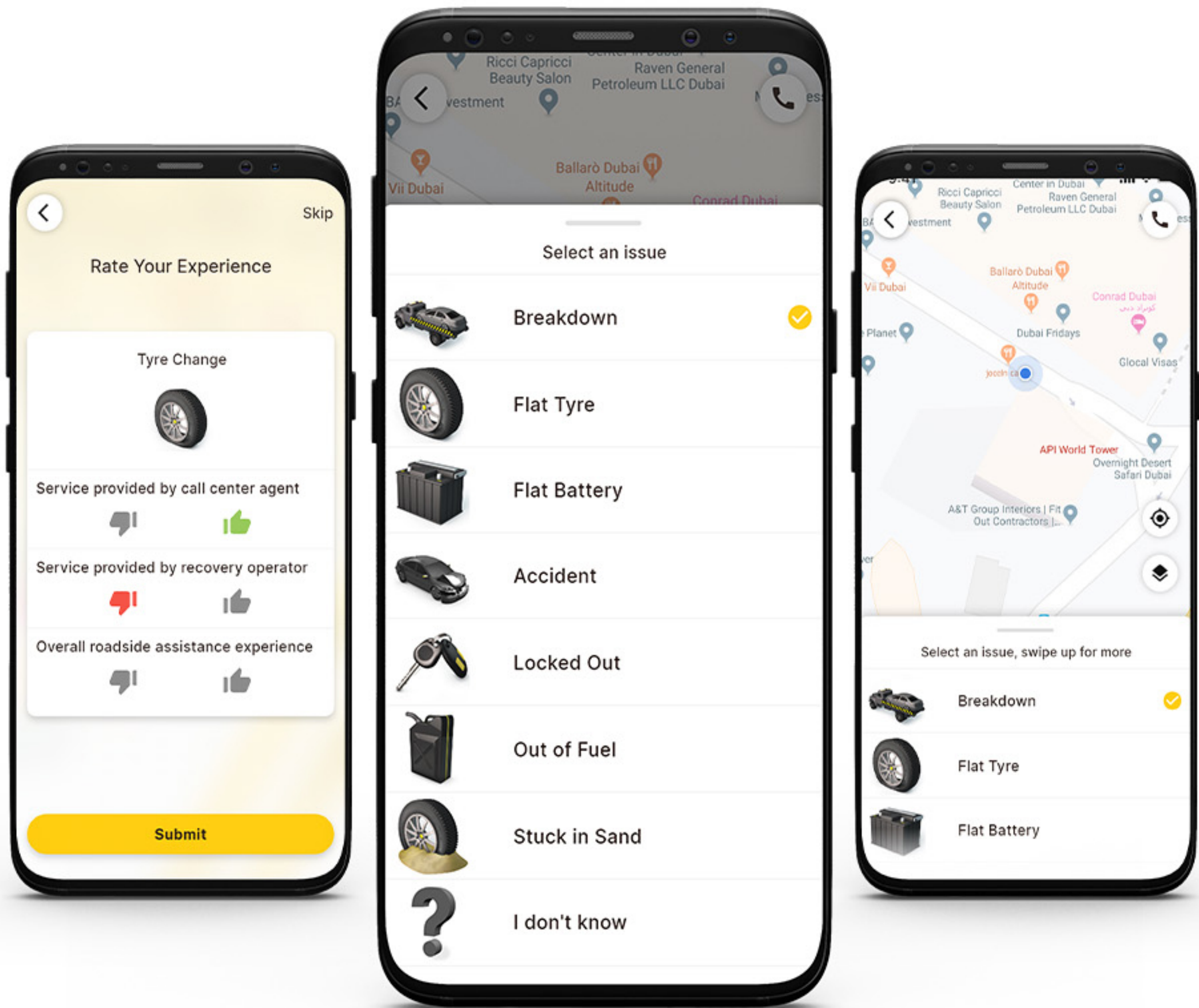


The Solution

With DPL's help, MENA Assistance launched CarPal, a solution comprising a digital platform and mobile apps to simplify roadside assistance.

Our digital transformation initiatives weren't limited to the development of apps, but extended to the integration of their existing system too.

This enabled the integration of all modules – including mobile apps and tele-assistance – into a unified system. This, in turn, ensures seamless inter-app syncing. Third-party integration with client brands including Jaguar, Land Rover, Ferrari and Ford was also made possible.



The Choice of Audi, Ferrari, and Ford

While the initial plan was to launch the product in the United Arab Emirates (UAE) alone, the client's confidence in our solution extended its reach. Therefore, CarPal is also available in the cities of Bahrain, Kuwait, Qatar, and Saudi Arabia.

Pleased with our performance and the quality of the product, MENA Assistance has entrusted us with the future development of CarPal. Therefore, further enhancements to features is on the cards.

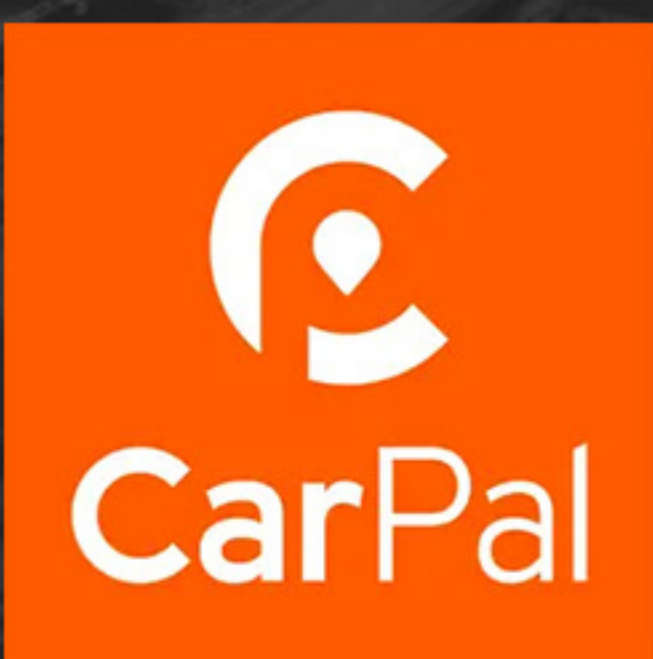


15
Countries

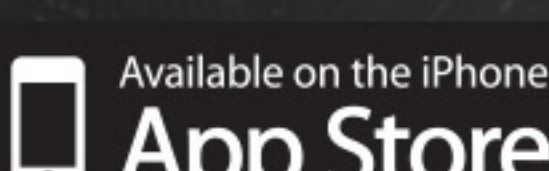
Audi, Ferrari, Ford
Choice of top brands

300+
Cities

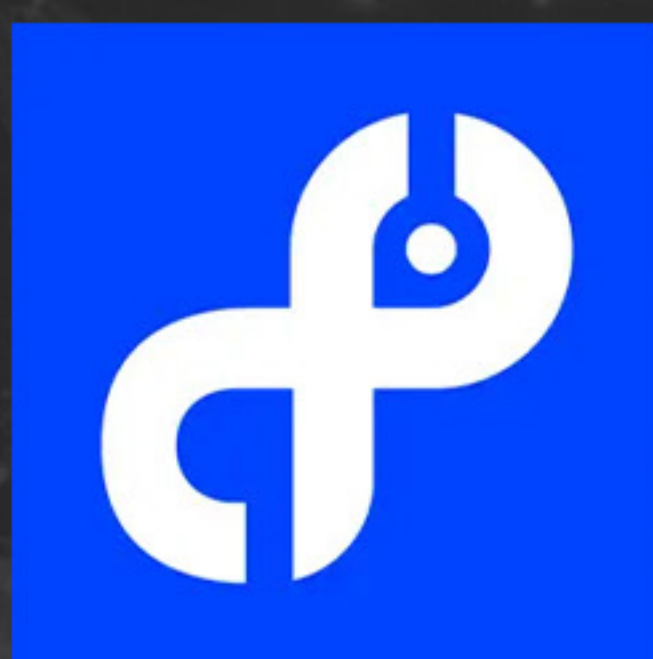
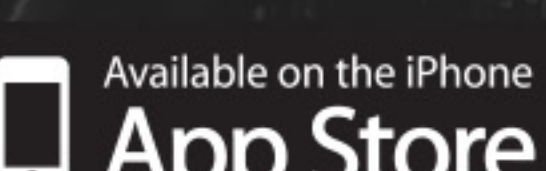
DOWNLOAD APPS



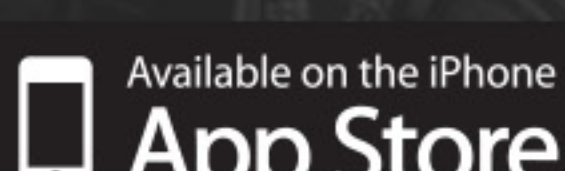
CARPAL PARTNER



CARPAL DEALER



CARPAL



We can help you build something special too.
Let's talk.

Talha Saleem, Business Growth Manager

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