

**CIRCULAR: PL\_UW(Motor)\_019(1) \_ 2023**

Date: 31 July 2023

Dear Valued Business Partners & Associates,

**ENHANCING PACIFIC ROADSIDE ASSIST: INTRODUCING NEW DIGITAL FEATURES FOR AN IMPROVED CUSTOMER EXPERIENCE**

Greetings from the Motor Underwriting team and the Motor Claims team!

We are delighted to announce the upgraded Pacific Roadside Assist, now equipped with numerous digital features. This is a significant step towards enhancing customers' experience by providing seamless assistance wherever they may be. It aligns with the Liberalisation of Motor and Fire Tariffs (Phase 2A) initiative, emphasising prompt responses and end-to-end digital claims solutions for a smoother consumer experience.

We would like to highlight the following key points for your information:

**1. Introduction of Alternative Customer Communication Channels**

To enhance accessibility, we have introduced a WhatsApp messaging service and a Web Form as alternative channels for customers to request for assistance, complementing our existing Helpline.

**2. Immediate Accessibility**

Customers now have the convenience of round-the-clock access to our services through the Helpline, WhatsApp, or Web Form. This ensures that assistance can be requested at any time that suits their needs, providing them with immediate support and peace of mind.

**3. Real-Time Updates**

Upon requesting assistance, customers will receive a tracking link via SMS or WhatsApp on their mobile phones. This link provides real-time updates on the location of the tow truck and its estimated time of arrival. The tracking feature remains active until the tow truck safely transports the customer's car to their preferred workshop, ensuring transparency and peace of mind.

**4. Educational Materials for Customers**

We have developed some useful educational materials to equip customers with the necessary knowledge to handle common car-related situations effectively. We will continue to enhance these educational resources to ensure our customers are well-informed and confident in managing any potential issues that may arise.

During this implementation phase, we kindly request your support and cooperation while also encouraging you to familiarise yourselves with the alternative customer communication

channels we have introduced. To assist you, we have attached a flyer titled "How to Contact Pacific Roadside Assist?" which you are encouraged to share with your customers. The flyer outlines the communication channels in more detail. Additionally, we invite you to explore the communication methods available on our [website](#).

Should you require further clarification, feel free to contact your marketing support personnel. Alternatively, you may contact our Customer Service at 1800-88-1629 or email us at [customerservice@pacificinsurance.com.my](mailto:customerservice@pacificinsurance.com.my).

Thank you for your continuous support, stay safe and well.

Healthy Regards,

**Motor Underwriting Department and Motor Claims Department**

*Note: The Pacific Insurance Berhad reserves the rights at any time to add, delete, alter, or modify any of the terms and conditions of this Circular.*