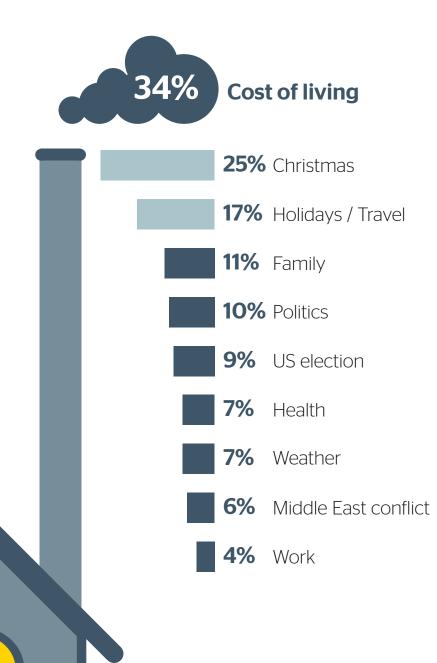
# **Member Opinion**

December 2024

#### Almost 9,000 members shared their views in the RAC Opinion survey in December

**Household conversations** What are members talking about at home?



"Gearing up to Christmas there is so much that goes on. Trying to link in with all the family."



More discussion this month about:

## **Christmas plans**

The focus of many members in December was organising plans for Christmas, including family gatherings and food preparation.

# **Holidays / travel**

While some members are looking forward to travelling overseas, others are planning road trips within WA.

### **Roadside Assistance**

While most members prefer to request Roadside Assistance by speaking to an RAC consultant over the phone, many members would also like to be able to request assistance via digital channels, such as:

- » Mobile app
- >> Website either webchat or webform

The ease of submitting a request and receiving confirmation from RAC was rated by members as the most important part of the process for requesting assistance.

# **Email content from RAC**

8 in every 10 members are happy with the frequency of receiving emails from RAC.

Members have become increasingly cautious about scam and spam emails, with RAC being viewed as a trusted and reliable source of information.

The most popular content that members enjoy viewing in RAC emails include:

- » Member benefit offers and discounts
- » Motoring advice
- » Road trip advice



#### **Topical issues** What do members think about these issues?



