

Passcreator Drives Roadside Assistance Member Engagement and Safety with Google Wallet

Who is Passcreator?

Passcreator is a platform that enables businesses to create, manage, and distribute digital wallet passes. They work with various partners such as roadside assistance providers to enhance the experience of its business partners and their customers through innovative solutions.

The Challenge

One of their business partners, a German roadside assistance provider, sought to modernize its membership experience by replacing traditional plastic membership cards with a digital solution. The organization wanted to provide members with a convenient, easily accessible, and secure way to access their membership information and benefits. Additionally, their business partner aimed to streamline emergency assistance procedures by enabling members to quickly share vital details with first responders.



The Solution

In collaboration with their business partner, Passcreator allowed members to seamlessly add their membership cards and emergency passes to their Google Wallet. The digital passes provide members with instant access to their membership information, including membership number, benefits, and contact details for roadside assistance.

2.5x
increase in
downloads on
Android since
Google Wallet
introduction

- **Convenience**: Members enjoy easy access to digital cards and emergency information on their phones.
- **Efficiency**: The business partner reduced costs and environmental impact by eliminating physical cards.
- **Safety and security**: Quick sharing of vital details and encryption of digital passes in Google Wallet.
- **Use of push-notifications** increased the user interaction.

“Partnering with Google Wallet provides us with a sophisticated and reliable solution for offering Wallet passes on Android. Enabling Google Wallet for clients delivers measurable results and an exceptional end-user experience.”



David Sporer
Managing Director
Passcreator