

Transcript

CAA Service Tracker

00:00:00 – 00:00:09

[Video opens with drumbeat and music in background. Video shows animation of stylized cityscape with road running down the middle. Title on screen reads “Taking roadside assistance to the next level.”]

00:00:09 – 00:00:16

[Video shows various devices and displays the text: “CAA Service Tracker is a new online tool providing live updates on Roadside Assistance requests available on: Desktop, Smartphone web browser, CAA app.”]

00:00:16 – 00:00:19

[Video shows title reading: “Here’s How It Works.”]

00:00:19 – 00:00:25

[Video shows laptop with screen up. Displayed to the left are the words: “You’ve made your Roadside Assistance Call.”]

00:00:25 – 00:00:31

[Video shows laptop spinning to the left and stopping. A mouse arrow is clicking an icon. Displayed to the right are the words: “If you need to cancel your request, press here without having to call in.”]

00:00:31 – 00:00:37

[Video shows laptop spinning out of sight and a smartphone appears. Displayed to the right are the words: “The driver’s estimated time of arrival will automatically update.”]

00:00:37 – 00:00:44

[Video shows phone spinning to the right and stopping. Displayed to the right are the words: “Your call status is updated from the moment the call is received to when the service is complete.”]

00:00:44 – 00:00:49

[Video shows closeup of smartphone screen displaying a map location in Toronto. Displayed to the left are the words: “Your Location and More Information provide details relevant to your service call.”]

00:00:49 – 00:00:54

[Video shows smartphone spinning and stopping. Screen shows map and car icon. Displayed lower left are the words: “An easy-to-use map shows the service vehicle in relation to your own vehicle (where available).”]

00:00:54 – 00:00:57

[Video shows closeup of smartphone screen with CAA Approved Auto Repair Services logo displayed in the centre. Beneath are the words: “As well as nearest Approved Auto Repair Services (AARS) facilities.”]

00:00:57 – 00:01:01

[Video shows animation of stylized cityscape with road running down the middle. Title on screen reads: "Download the CAA App today to enable Service Tracker when you need it."]

00:01:01 – 00:01:10

[Video shows title on screen changing to read: "Peace of mind at your fingertips across Canada and the United States." Video then freezes and fades to black.]