

Success Story: ADAC Saarland



About ADAC Saarland: Facts and Figures

At the end of 2024, ADAC Saarland will count more than 318,800 regular members and around 50,100 associate members, reaching nearly one in three residents of Saarland. With three service centers in Saarbrücken, Saarlouis, and St. Wendel, the regional club offers a broad range of services, from roadside assistance and insurance to tourism, motorsports, traffic education, and telemedical services.

Marc Luckas
Head of Sales, ADAC Saarland e.V.

“What we particularly value about the cleverQ team is the partnership-based collaboration, always solution-oriented and at eye level. The cleverQ system has helped us exactly where we had been looking for improvements for years. Digitalization without added complexity and with real value for our members and employees.”



Learn more on
our website (EU)

The Challenge

ADAC Saarland was looking for a modern solution to make visitor processes in its branch offices more future-proof and service-oriented. The goal was to reduce waiting times, enable better scheduling and booking of appointments, and make ADAC services available regardless of location.

Systems and services in use

Kiosk Systems



Digital Queuing
System



Online Appointment
Booking



Video consultation

