

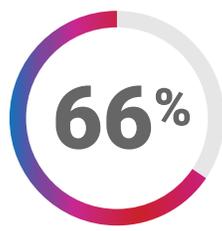
AAA, a Top 25 Most-Trusted Brand, Hands Their Most Precious CX to AI

AUTOMOTIVE INDUSTRY

Success by the Numbers



CSAT
Out of 5.0



Decrease
in Cost Per Call



Reduction
in Hold Times



Automated
Calls/Month

Challenges

- Unpredictable weather resulted in call volume spikes that made staffing difficult
- Long queues and hold times for stranded motorists needing urgent help

Solutions

- AI-powered virtual agents trained to handle every incoming emergency roadside assistance request
- Omnichannel support enables stranded motorists to engage on the channel of their choice

Results

- Reduced operating expenses by 66%
- CSAT scores of 4.5 out of 5 equivalent to live agents
- Scalable virtual agents available 24/7 eliminated wait times

American Automobile Association (AAA) is a federation of regional auto clubs throughout North America that provides roadside assistance to its 55 million members.

Challenge

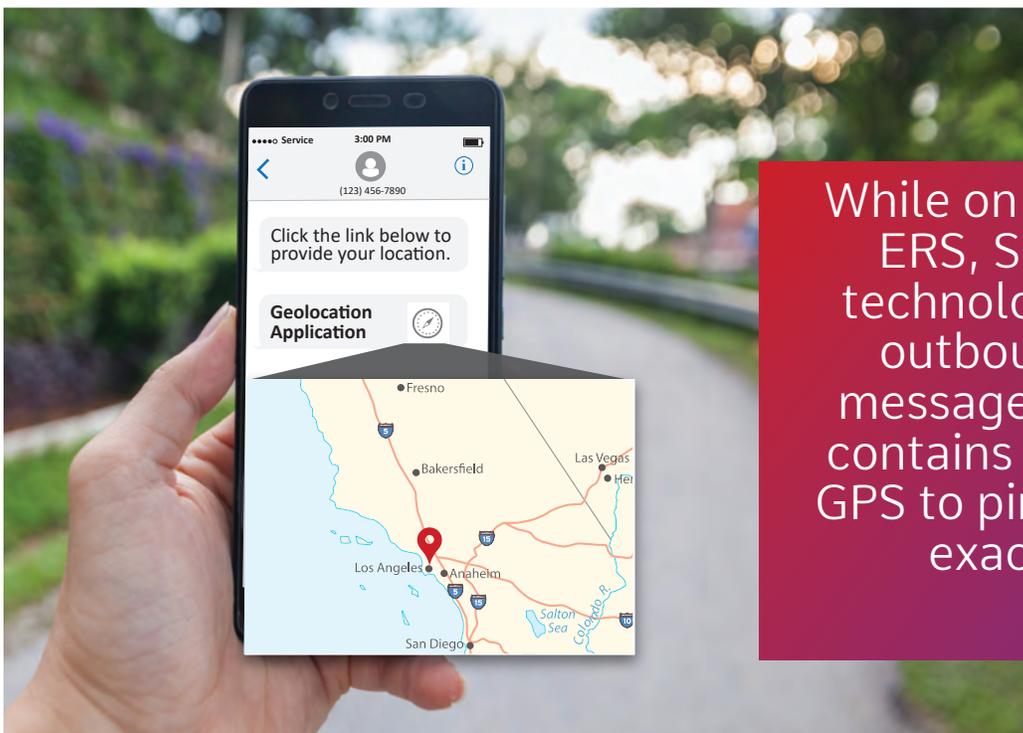
AAA, a top 25 most-trusted brand, was struggling to support their members with emergency roadside assistance. Stranded motorists desperate for help would call in only to put on hold while waiting in a long queue to speak with a live agent. Unpredictable weather made it a challenge to staff their contact center properly as winter storms would create a sudden spike in calls or chats from stranded motorists.

Since AAA clubs strive to maintain the highest customer satisfaction possible, they needed the very best self-service solution that could help members immediately across any channel while delivering the same high quality service their members had come accustomed to receiving from live agents. While it seemed like a stretch to hand over their most precious CX to AI, business continuity challenges put them on the search for the very best AI-powered experience in the marketplace.

Many members were facing long queues and significant hold times before they were connected with an agent for help. Holidays can be planned for, but bad weather often hits unexpectedly, making it challenging for contact center administrators to staff up accordingly. This challenge is magnified when agents are needed for every inquiry, as agent calls naturally take longer than automation, leading to longer hold times and tapped agents. In addition, AAA clubs strive to maintain high Customer Satisfaction (CSAT) scores with quick and easy service. A self-service strategy that satisfied member experience goals, as well as budget plans, proved hard to find.

Solution

Contrary to the high cost and ongoing expense of the traditional professional services model, SmartAction's cloud-based "AI-brain" was purpose-built for the contact center, with templates that support every industry and pre-built components that service hundreds of use cases over voice and chat. After customizing SmartAction's proprietary "AI-brain" to support AAA clubs' specific needs, AAA was able to introduce AI automation sooner than expected. Since every SmartAction solution includes a suite of services and benefits as part of the per-minute-usage, AAA clubs now had a dedicated team of CX experts that provided ongoing customization, tuning, and enhancements to the application for improved process and containment over time.



While on the phone with ERS, SmartAction's technology triggers an outbound SMS text message. The message contains a link that uses GPS to pinpoint a caller's exact location.

Transformation

Once introduced to intelligent voice automation and its capabilities, each AAA club was able to collaborate with SmartAction to expertly automate their respective roadside assistance. Across all clubs, a similar process is utilized. The solution uses caller ID to identify members and first ensures their safety before proceeding—unsafe locations prompt a high priority transfer.

“SmartAction has improved customer satisfaction and provided a valuable 24/7 member benefit resource that is alleviating contact center traffic to live agents.” - Colin Fritz, Manager Operational Excellence, Alberta Motor Association

Once safety is confirmed, the application personalizes the call with any additional member data on file, including address and vehicle make/model/year. Seamless integration with digital dispatch systems across North America allows the application to automatically deploy a tow truck driver to the member's location as soon as the proper information is gathered.

If members are having trouble identifying their location while on a mobile phone, SmartAction's technology triggers an outbound SMS text message. The message contains a link that uses GPS to pinpoint their exact location—all while remaining on the ERS call. These capabilities allow clubs to provide end-to-end self-service for ERS calls, offering quick and intuitive service without the need for a live agent.

Results

As a result, SmartAction handles more than 550,000 ERS calls every month for AAA clubs, providing self-service without any initial hold times. More importantly, when bad weather hits, the automation scales to manage peak volumes.

ERS applications can be configured and launched in eight weeks or less, providing immediate returns for new clubs. The ERS solution decreased cost-per-call by 66%. In addition, SmartAction virtual agents score a 4.5 out of 5 CSAT, which is on par with their live agents.