MOBILE CUSTOMER SERVICE

Improving Customer Service Through Location Aware Apps

Talk about milestones: 60% of all digital time is now spent on mobile or smartphones.[1] In fact, 2014 is predicted to be the first year in which mobile advertising spending surpasses that of newspaper and radio advertising.[2]

As if on cue, in July Facebook and Twitter announced revenue numbers showing significant increases in revenue driven mainly by ads on mobile news feeds and new types of mobile ads. It's becoming clear that early predictions about mobile were not overstated.

With 80% of mobile time currently spent in apps[3] – and a full 70% of people now expecting a self-service option[4] – the opportunity for Agero is clear. In fact, we've already launched mobile solutions using industry-leading technology to take advantage of these trends.

We see clearly that self-service digital enablement is the key to providing the seamless customer experiences and personal sense of control that people increasingly enjoy. The simple truth is that an app – or a web portal optimized for mobile viewing – can be the best ad for your brand, because it's marketing as customer service.

5 KEY ADVANTAGES
To Mobile

1 ›› Improved customer satisfaction[5]

2 ›› Lower service costs through customer self-service[5]

3 ›› Increased business productivity[5]

4 ›› Lower internal costs[5]

5 ›› Significant new revenue sources[5]

Fortunately, Agero has already made incorporating these innovative mobile customer service solutions into your brand easier than ever. Our suite of roadside assistance and insurance claim Application Programming Interface (API) options allow our clients to seamlessly incorporate service delivery into their existing branded applications, portals and other points of customer communication. Our APIs are already providing a strong and flexible platform for apps to offer a growing range of roadside peace-of-mind and convenience features, each designed to create a better brand experience for our clients and their customers. The result is faster call processing, claims handling, real-time status updates on each event, and a channel for instant feedback – all working together to put an enhanced roadside experience at your customer's finger tips.

Through Agero's RoadsideConnect™ for example, customers can easily access all pertinent information regarding their roadside service – including real-time tracking of a service provider's ETA – through a mobile-optimized web portal, ensuring greater peace of mind. At the same time, a RoadsideConnect app for Service Providers allows dispatchers to save time and money by interacting with fleets right from a mobile phone. They can even assign the best driver for the job based on factors such as driver location and equipment with just the touch of a button. Location-aware technology also allows our Service Providers to constantly communicate the status of a job, enabling a higher utilization rate and greater business efficiency.

Best of all, the capabilities of RoadsideConnect continue to grow. We're actively integrating with more platforms and adding new advanced features to enhance communications between dispatchers, drivers and their customers. ›

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Agero's innovative driver scoring app, Driver360, is designed to navigate drivers toward safer, smarter, and more economical driving habits. With ongoing feedback and personalized tips, drivers now have an easy and engaging way to improve their driving. Centered around a regularly updated Driving Number rating system, the app allows drivers to continuously monitor their driving skills, habits, routes, and environments while offering real-time tips based on individual behaviors and driving style. This easy-to-use mobile app is designed to track real-time information about current driving status, style, and location.

An additional feature enhancement will provide time and location aware automatic collision notification technology that determines in real-time when a severe impact occurs, records the exact location, and swiftly initiates post-accident emergency notifications and safety protocols. The life-saving potential of this is clear: In the minutes immediately following a serious accident, valuable time is often wasted by bystanders who underestimate the severity of an accident or communicate the wrong location. Agero ACN provides a real-time link to Agero's unsurpassed experience in handling emergency situations.

The location-based customer service solutions mobile apps offer are clearly the future. At Agero, they're already here.

5 KEY MOBILE Stats

2014 Mobile advertising spending is poised to surpass newspapers and radio advertising[2]

60% Of all digital time spent is on mobile or smartphones[1]

78% Of physicians use smartphones to provide care - and 51% use tablets[6]

2018 More than 10 billion mobile devices will be in use[7]

350 million Employees will use smartphones in their jobs[7]

[1] Comscore blog, June 24, 2014
[2] eMarketer
[3] Flurry *Five Year Report*, April 3, 2013
[4] *Conversation Management*, The Future Of Customer Service: From Personal, To Self, To Crowd Service, 2013
[5] Forester Research, *Mobile Is The New Face Of Engagement*, February 2012
[6] Kantor Media Sources & Interactions Study, 2013
[7] Cisco VNI Global Mobile Data Traffic Forecast, 2013 - 2018, February 2014

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