

SELF-SERVICE ROADSIDE ASSISTANCE

Increasing CSI Through Consumer Control

A current hot topic in customer service is how the flexibility and customizability of digital technology increasingly allows brands to address the emotional arc of a customer interaction. Today's consumers are much more connected, informed and particular about what they want, how and when they want it, and through what channels they want it delivered.

Shoppers now perform self-checkout in a number of retail verticals, allowing them to avoid lines and gain a feeling of control over the situation at the same time. Through a site operated by OpenTable™, consumers can now search for and book restaurant reservations online at over 31,000 restaurants worldwide. Efficiency is only part of the reason this appeals to consumers. Just as important is the personal sense of control it provides over the situation.

Automation is continually shaping consumer expectations and is now increasingly allowing consumers to cut to the chase and get to the experience more quickly. Making a reservation or ordering food online enables consumers to access service at their convenience, without needing to be reliant on the restaurant's availability. This trend has developed to the point where 70% of people now expect a self-service option.²

5 KEY ADVANTAGES To Customer Self Service

- 1» Self-service solutions are a natural fit for mobile and are easy to design
- 2» Customizable experiences can turn customer service into a key differentiator instead of merely a cost center
- 3» Customers get what they want immediately, 24/7/365
- 4» Allows customer to choose the channel that's right for them
- 5» Self-care and proactive services can improve Net Promoter Survey scores¹

The benefits of self-service anticipate consumer emotions: anxiety over waiting for a table or a cashier, feeling in control, or other factors. One cosmetics company found that 28% of women say they find sales assistants at beauty counters intimidating, suggesting yet another opportunity for self-service to improve the customer experience.

Emotions come into play in an even more profound way when people experience an unexpected outcome – which is the very definition of a roadside breakdown.³

Addressing the Loss of Control that Stranded Motorists Feel

Our experience shows that stranded customers benefit emotionally from information even if the data – such as ETAs, provider details, and maps – doesn't change the situation or make service quicker. Receiving real-time updates significantly adds to peace of mind, confidence, and a better customer experience, while ensuring dealers and repair facilities are receiving the necessary data to serve their customers better.

Addressing this phenomenon is proving to be one of the biggest customer service benefits of Agero's Roadside Connect™. This increasingly popular client-branded website, available on both mobile and desktop, provides motorists and key stake holders (agent, dealer, repair shop, body shop) with real-time en route status updates of a service provider's progress to their location. Motorists are reassured through the whole process via confirmations, real-time ETAs, and tow destination details. At the same time, in cases of a tow, Dealers receive advance notification of arriving customers.

Providing Peace of Mind More Quickly

It's becoming clear that giving customers control during a period of heightened emotion is a smart idea, especially during particularly stressful times such as emergency weather conditions. The success of an online roadside request form that Agero recently launched is a great example. ➤



During January's extreme polar vortex event and its associated widespread snow, ice and frigid temperatures, Agero immediately launched a self-service product designed to help customers in emergency situations. RSAHelp.com, an online mobile and web accessible service request portal, allowed stranded motorists to help themselves during unusually high volume events.

In this instance, RSAHelp.com gave drivers an option for avoiding the longer hold times associated with severe inclement weather conditions. Most importantly, this allowed them to receive peace of mind faster. At the same time, it gave stranded motorists a much-needed feeling of control during a stressful time. These are a few of the reasons 67% of people prefer self-service over speaking to a company representative.⁴

As an important added bonus, RSAHelp also helped ease the call volume. As a percentage of drivers self-select the online request option, Agero's agents could focus on the customers with higher priority circumstances, like unsafe locations or in extreme weather without shelter.

5 KEY CUSTOMER Self-Service Stats

67%

Of people prefer self-service to speaking with a rep⁴

70%

Of people now expect a self-service option⁵

12%

Web self-service usage rose 12% 2010 to 2013⁶

12%

The cost of self-service is about 12% of personal service²

2Q 2103

Since 2Q 2103, adults in America spend more time on their mobile phones than watching TV²

We are now optimizing the site for ongoing use during high call volume periods. Callers will be given the option to request assistance online instead of having to call an 800 number, and visitors to our main site will see a prominent link to RSAHelp.com.

Even for those who elect to speak with an agent, providing more options is increasingly an essential component of delivering world-class customer service. It's why Agero's Roadside Assistance and Roadside Connect™ APIs can integrate self-service capabilities directly into a client's web and mobile applications, allowing motorists to initiate and monitor roadside assistance – and even track a service provider's progress toward their location – in real time.

The bottom line is that consumers will increasingly expect seamless self-service interactions. Agero is delivering automation when its preferred and a live agent where it's needed.

MEET OUR SUBJECT MATTER EXPERT



Bryan Sander joins us as Senior Vice President of Contact Center and Network Operations. He brings with him over 20 years of expertise in customer care, operational excellence, and leadership development with ACI Worldwide, Intuit, and others. A Six-Sigma trained Green Belt with global customer care and operations expertise, Bryan has what it takes to help us move roadside into the future.

¹ Amdocs global consumer survey, 2013

² *Conversation Management*, "The Future of Customer Service: From Personal, to Self, to Crowd Service", 2013

³ Mintel market research, *Colour Cosmetics UK*, August 2012

⁴ Nuance consumer survey, 2012

⁵ Amdocs global consumer survey, 2013

⁶ *1to1 Media*, "Self-Service Trends: Helping Customers Serve Themselves", March 4, 2013