



GOLD SYSTEMS

Solutions Powered by Voice

Case Study

AAA Centralizes Customer Service with Self-Service Solution

When AAA of Minnesota/Iowa sought to centralize customer service operations, it required a self-service solution that would uphold its reputation for reliability. Ultimately, this AAA chapter wanted to transform its contact center to support a range of customer needs, all while driving new cost-efficiencies throughout the business.



With more than 700,000 members, American Automobile Association (AAA) of Minnesota/Iowa is part of the Auto Club Group (ACG), the largest affiliation of AAA clubs in the Midwest with 4.1 million members. Members rely on AAA for everything from emergency roadside service and affordable auto insurance, to quality itinerary recommendations and discounted rates while traveling.

Business Challenge The auto club chapter faced several business challenges, including how to better centralize customer service operations, expand product and service offerings like financial and insurance services, and train agents as new service specialists. At the same time, AAA Minnesota/Iowa needed to maintain its reputation for offering personalized, award-winning customer care while improving contact center agents' job satisfaction by reducing data-entry tasks to leave time for more interesting new service sales calls.

To reduce contact center costs and improve customer service, the auto club recognized a need to automate key functions and reduce call durations and hold times.

The Solution Focused on gaining a competitive edge, the club integrated advanced automation in the form of speech recognition. The speech self-service solution implemented features voice recognition applications that are custom-designed for the auto club by Gold Systems. Prior to launching speech self-service, the AAA project team performed in-depth customer research and ran a pilot program.

First, the team examined call flows and how the system expected customers to react to certain choices so it could fine-tune the routing. The goal was for customers to get the services they needed instantly. Next, the auto club had a focus group of customer service agents listen to the prompt sequences and suggest changes in variables such as the tone of voice, scripts, and available options and responses.

The Results The speech recognition solutions integrated by Gold Systems provided these dramatic results:

- Customers are empowered 24x7 to upgrade or renew memberships, request travel materials, or check the status of roadside assistance requests without being placed on hold.
- Today, 16 percent of calls (about 9,000 calls/month) are handled through voice automation compared to one percent in the past (about 540 calls/month).
- Speech automation has helped reduce live agent call duration by 54 percent.
- Nearly 5,000 hours of agent time have been saved across operations, improving productivity and lowering costs.
- On average, the club has saved nearly \$200,000 per year with the speech self-service system in place.
- The ability to add more cross-selling and revenue generation opportunities for agents across all areas of member and travel services is projected to increase revenue in the coming year.

Read about how AAA Minnesota/Iowa is using Gold Systems speech self-service applications to save thousands of hours and dollars each year

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Benefits for the Customer The Gold Systems self-service solutions have increased customer satisfaction, improved agent productivity and established a future foundation for increased revenue production.

Automated Service Delivers Satisfaction

AAA of Minnesota/Iowa's goal was to raise its one percent self-service rate to 10 percent. Easily exceeding its goal, now 16 percent of all the club's calls and transactions are handled through speech self-service (roughly 104,000 calls per year). Overall, 36 percent of those calls (roughly 37,400 calls per year) that can be handled through automation are now speech-enabled.

Improved Agent Productivity Saves Money

With more of the club's routine member services and transactions automated using speech, AAA's top-tier agents are free to handle more complex requests and time-sensitive, critical calls. In addition, Gold Systems' desktop application for agents includes a "screen pop-up" with valuable customer information that helps the agents provide faster service – improving both job satisfaction and the ability to increase cross-selling opportunities in the future.

Future Expansion Plans to Boost Revenue

With proven success using the Avaya speech self-service system, AAA of Minnesota/Iowa now plans to share its success with other members of the auto club group – including clubs in North Dakota, Nebraska, Wisconsin, Illinois, Indiana, and Michigan. The plan is to consolidate seven contact centers within the territory to three contact centers that will serve more than four million members and offer automated speech self-service.

AAA of Minnesota/Iowa also expects to automate more services. For example, it plans to improve the emergency road service component, such as offering voice authentication of a membership number; in the future it will provide callers with automated insurance policy options. The auto group will add cross-sell and revenue generation capabilities to all areas of member and travel services; for example, there are plans to enhance TripTik so members can quickly transfer to an agent to make hotel or car reservations.

About Gold Systems

Gold Systems' self-service solutions improve profitability and increase customer satisfaction. Using our proven Solutions Discovery Process, Gold Systems helps companies identify processes where efficiency can be optimized with voice automation solutions that implement the latest in IVR, speech recognition and text-to-speech technologies. Named to both the *Inc. 500* and *Deloitte & Touche Fast 50*, Gold Systems has positively impacted bottom line results for companies in the financial, insurance, healthcare, retail and utility industries since 1991.



To learn more about Gold Systems solutions, call 800.988.7798 and say "Sales" or visit www.goldsys.com.



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