



Building Relationships One Call at a Time

Case Study: Allstate Roadside Dispatch Services



Delivering the Speed and Efficiency Motorists Demand

“NOVO 1’s expertise and broad capabilities not only supported our vision for continued business success, the solution worked as promised and delivered an impressive ROI.”



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SUMMARY

INDUSTRY

Automotive - Logistics

CUSTOMER PROFILE

Established in 1961, and affiliated with Allstate Insurance Company, Allstate Motor Club (AMC) continues to provide millions of its members with peace of mind while traveling on the open road. To meet their vast network of over 35,000 service providers nationwide and ensure a positive customer roadside experience for each member, Allstate Motor Club teamed up with NOVO 1 to form a strategic business relationship built around a single vision: to meet the high safety and security demands of callers on the nation's roadways. NOVO 1's customer contact center provides Allstate a dedicated staff of more than 500 employees who dispatch roadside assistance to millions of drivers throughout the U.S., Puerto Rico and Canada every year.

GOALS

- N** Respond more efficiently to customers' roadside needs while simultaneously driving increased value to AMC and its members
- N** Improve overall customer service and retention through greater operational efficiencies
- N** Provide reliable, secure nationwide coverage combined with fast response – 365/24/7

SOLUTION

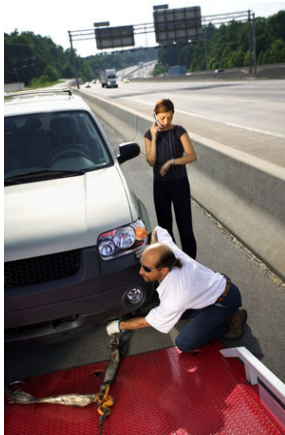
NOVO 1's specialized, scalable contact service center solution designed to accommodate Allstate's nationwide coverage needs and respond quickly to peak seasons and increased member demands

BENEFITS

- N** Seamless, transparent, and quality roadside assistance for all Allstate Motor Club members
- N** Enhanced productivity and growth support
- N** Optimum cost-efficiency to work smarter, better, and faster

1 Challenges

With companies looking for new ways to remain competitive, obeying the maxim of "do just a few things and do those things very well" is paramount. Effort spent away from core business functions creates inefficiency and erodes profit margins, becoming a major roadblock to growth. Therefore, more businesses are outsourcing their contact service center needs to keep pace cost-effectively with changing technology and the specific needs of the marketplace, plus providing the expertise they need to speed ahead of the competition.



Contact service centers are rapidly becoming the face of many organizations, serving as the largest single channel through which most organizations communicate with their customers. Allstate Motor Club wanted to better respond to their customers' roadside needs while at the same time drive increased value to both the company and their customers. In addition, Allstate wanted to answer more calls with fewer people, increase quality service, reduce average call times, drive memberships, improve customer service and retention, plus gain greater operational efficiencies.

Most importantly, Allstate was challenged to provide reliable, secure nationwide coverage combined with fast response – 365/24/7. In an industry where seconds are critical, reducing hold times is the priority.

To achieve its goals and resolve its challenges, Allstate turned to NOVO 1 to develop and deliver a contact service center solution that would achieve higher levels of customer service excellence and reassure all Allstate members that they were "in good hands."

2 Solutions

NOVO 1's charge was to deliver a specialized contact service center solution that was scalable to accommodate Allstate's nationwide coverage needs and for Allstate to have the ability to respond quickly in peak seasons and address increased member demands.

To develop this solution, NOVO 1 first analyzed all aspects of Allstate's business, including taking an evaluation of existing technologies, business processes, people, service offerings as well as their strategic approach to business. Throughout each phase of the project, NOVO 1 worked closely with Allstate concerning all knowledge-sharing and resource management activities. NOVO 1 made significant investments in Allstate's existing infrastructure that leveraged industry-leading technologies to deliver rapid access to all necessary information to ensure a smoother interaction with





“With NOVO 1, all key information is seamlessly integrated. Dispatchers can quickly and simply access the information they need to make the right service call, without realizing they’re accessing Business Intelligence or CRM. By making these underlying systems virtually invisible, our dispatchers can concentrate on doing their job of delivering friendly, personalized customer service.”



customers. Day-to-day business processes were broken down in an effort to streamline operations and yield greater efficiencies.

NOVO 1 implemented a quality assurance program to monitor dispatchers to ensure all members' calls were handled correctly and professionally, plus eliminate the possibility of duplicate calls. The company extensively trained dispatchers on various scenarios to know when and when not to dispatch a service provider. If a service provider was dispatched, the dispatchers learned the necessity to have the appropriate provider who would solve the problem and allow a motorist to resume travel. Systems, processes, quality checks and balances were put into place to resolve customers' problems with just one call.

3 Results

In its outreach to NOVO 1, Allstate's objective was to implement a contact service center solution that supported growth, enhanced productivity and provided optimum cost-efficiency to work smarter, better and faster.

Specifically, NOVO 1 delivered greater employee interaction combined with improved problem resolution, reduced handle times (AHT), increased quality and decreased service response times. Additionally, NOVO 1 utilized leading-edge technologies and created unique business processes that gave contact service center dispatchers real-time access to the information they needed to make informed decisions and swiftly respond to their customers' exacting demands.

NOVO 1's solution allows Allstate roadside customers feel as though they have reached the company's "front office", providing seamless and transparent roadside assistance. NOVO 1 not only delivered, the company provided Allstate Motor Club members a level of service that "went the extra mile."



4 About NOVO 1

Your contact center is the front line between your brand and your customers and prospects. Every relationship is relevant and every conversation is critical. Since 1987, Fort Worth-based NOVO 1 has dedicated itself to tailoring contact center solutions to support clients' business goals in building customer relationships and growing their brands. The company delivers adaptable solutions implemented with proven processes and people for industries, such as healthcare, financial, retail, and logistics. Whether it's a healthcare service, B2B logistics dispatch or a retail customer retention program, NOVO 1 provides a scalable, safe, and seamless extension to your business.