

Upstate New York Auto Club Aspires to Anticipate and Meet the Needs of More Than the Average Motorer

AAA Western and Central New York Stats

Industry: Automotive, Insurance, Travel

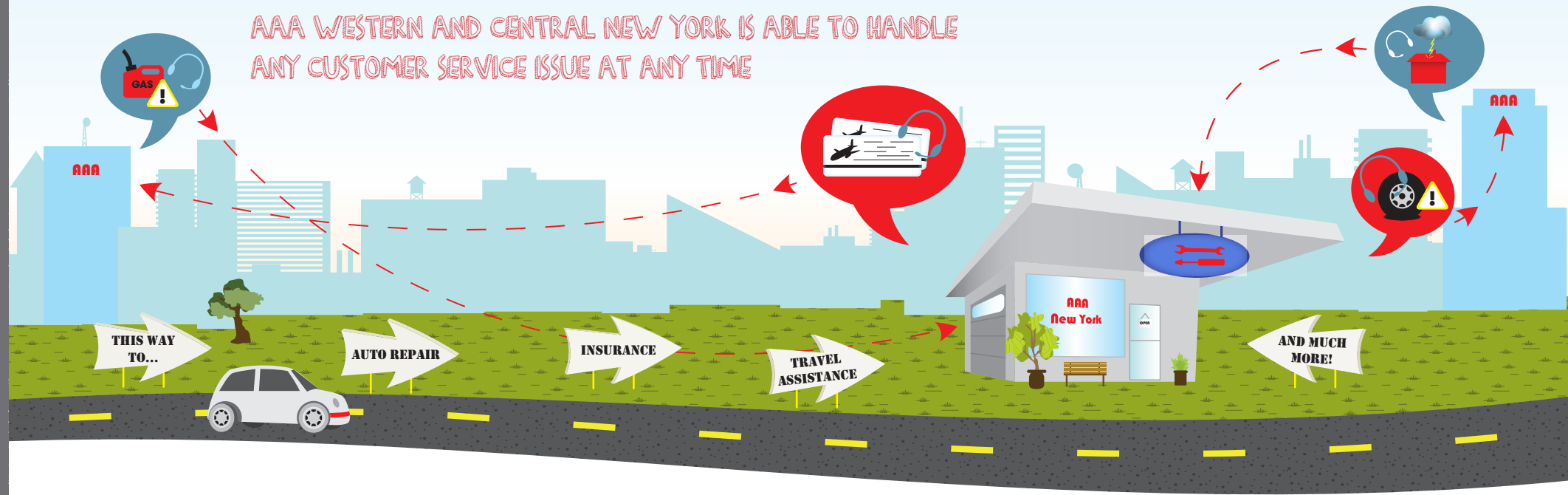
ACD: Cisco Unified Contact Center Enterprise

Contact Center Locations: Six, including two large and four mobile locations

Members: Over 850,000

Number of Seats: 360

Applications: Calabrio Workforce Management, Calabrio Quality Management



AAA WESTERN AND CENTRAL NEW YORK IS ABLE TO HANDLE ANY CUSTOMER SERVICE ISSUE AT ANY TIME

Background

AAA, a national auto club, arose out of the need for turn-of-the-century motoring services. The (then) unpopular "horseless carriages" were up against an array of newly formed challenges, such as dirt roads, intentionally man-made pot-holes, hefty towing fees, shortages in service facilities, and absurdly low (and sometimes even secret) speed limits. As disdain for the "modern" motor vehicle subsided and America's love affair with the automobile took hold, a group of Chicago-based residents formed the American Automobile Association (AAA) in 1902. Presently, over 40 AAA clubs exist nationally, with five located in New York state.

AAA Western and Central New York (AAA WCNY) resulted from the merger of seven smaller clubs. The club currently encompasses 25 counties and has more than 6.5 million annual interactions with their 850,000 members. Known as the number one service provider among the national association of clubs, AAA WCNY strives to keep their best-in-class status while offering unmatched service and support to their customers.

The Challenge

During AAA WCNY's goal-setting sessions in 2008 and 2009, members were struggling to envision the roadmap to 2015. What they saw was a huge gap in technology, business processes and organizational demands from the resources they currently had to meet these requirements. The auto club knew it was time to seek a modern way to interact with their members' growing list of needs and sought the help of a new workforce optimization tool to accomplish this goal. Maintaining their top-of-the-line call center reputation was imperative. Upgrading their quality management solution to integrate screen capture and enhancing their workforce management product to automate queuing for agents with multiple skills were equally important. And the perfect solution required a reasonable TCO (Total Cost of Ownership), with little to no increase in annual operating costs.

The Vision

Meeting the needs of the customer 100% of the time while preserving a cost effective business model is a challenge any industry can relate to, but AAA WCNY intends to meet and exceed the expectations of their members as part of their "Multi-channel 2015 Vision." During their 5-year goal setting summit, the company envisioned an 80% growth spurt in service professionals. By incorporating multi-skilled agents into modern auto repair facilities, premier real estate locations which might otherwise have been unaffordable, are now fiscally attainable. These repair facilities will be staffed to handle not only everyday automotive needs, but also to assist callers or patrons with an array of services such as travel, insurance and roadside assistance inquiries. Incidents that may cause a spike in call traffic, such as weather conditions, flight cancellations, or peak travel timeframes, would be redirected between these branch locations and existing contact centers. By ensuring their members will always be routed to the most qualified associate, AAA WCNY can be confident they'll meet and exceed the customer's expectations with every interaction.

The Solution

AAA WCNY based their search for the perfect solution on the need for tight integration with their Cisco Unified Contact Center Enterprise system. The upstate auto club took Calabrio for a test drive, and liked what they experienced. Calabrio's unique workforce optimization software not only presented AAA WCNY the opportunity to meet their immediate goals, it also offered peace of mind for the future. "Because Calabrio works so well with Cisco, we believe we are always going to be a half step ahead of generic vendors in this space," says Bob Leach, CIO. The solution will adapt and grow with the company, no matter which direction they choose travel. A flexible and reliable call recording architecture translates to freedom from location constraints, which supports the vision for the ambitious company. Service resources can be leveraged from any location, regardless of subject matter. In fact, since implementing both Calabrio Quality Management and Calabrio Workforce Management, AAA WCNY is saving and average of 42 seconds a call. That's like saving 42 cents per gallon of gas. Or something just as efficiently elating.

ABOVE: Whether booking travel, getting an oil change or signing up for home owner's insurance, AAA WCNY members will be serviced immediately, by either a contact center agent or a branch associate.