replicant | **CAA**

CAA Club Group Customer Success Story

Founded in 1913, the Canadian Automobile Association (CAA) is one of the largest and oldest consumer-based organizations in Canada. CAA Clubs provide access to innovative and reliable services, including exceptional Emergency Roadside Service, complete Travel Services, Member Savings and comprehensive insurance offerings. They have been named one of Canada's most trusted brands several years in a row. CAA Club Group is made up of CAA South Central Ontario and CAA Manitoba and serves over 2.5 million Members.

The Problem

As a business that provides roadside assistance, amongst other services, to its members, CCG's call center needs elastic capacity to scale up and down due to fluctuations in call volume. While they had been using another automation vendor for a few years, they weren't getting the results they wanted. They needed a Contact Center Automation solution that would leverage the power of AI to continually improve and offer the exceptional customer service their customers expect from them.

CCG's specific goals include:

Decrease hold times	Increase CSAT score	Increase call completion rates

The Solution

After challenges with their previous solution CCG was hesitant to commit to another automation platform but ultimately decided to test Replicant out with a call type that accounted for a smaller volume of their overall calls - credit card payments and updates. After going live, Replicant was completing ~30% of their credit card calls and improved their containment rate by 3X from their previous solution.

With this early success under their belt, they expanded their engagement with Replicant to include:

Credit Card Payments & Updates Calls:
Inbound calls from Members to update their credit card information and then make a payment, if applicable, all while redacting personal information the way an agent would

Inbound Emergency Roadside Service Calls:
Inbound calls from Members needing roadside service from their home or safe location (non-emergency) in which the Thinking machine authenticates and locates the caller before adding them to the queue for service

Tow Truck Dispatch Calls:
Complex calls with tow truck service partners in which the Thinking machine relays the Member information and dispatches a technician to assist the Member

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The Results

As a result of implementing Replicant, CCG was better able to increase elasticity in their call centers, in order to handle fluctuations in call volume from weather events, or the like, and enable their agents to focus on highly emotional or complex conversations.

- ROI:

  On an average day, Replicant is taking nearly 30% of CCG's total call volume doing the equivalent of 15 full-time agents' work. As a result, they are able to upskill their agents and create greater upward mobility.

- Call completion rate:

  CCG''s most important KPI for this implementation was increasing the number of calls that were fully resolved without the need of an agent. Since implementing Replicant, they have increased their call completion rate by 2X.

- Agent efficiency:

  With the robust analytics and conversation data provided by Replicant, agents now have context as to why customers are calling without needing the customer to repeat themselves.

- Elastic capacity:

  Even with large fluctuations in call volume, CCG is able to meet customer demand and handle calls with zero wait time with Replicant to get their Members to safety faster. During winter when call volume spikes, Replicant seamlessly scales up to handle the equivalent call volume of 41 agents.

- Customer satisfaction:

  With their previous solution, CCG Members often complained about not being able to have the auto-attendant understand their requests. Now, CCG has an NPS of 82 for Road Service calls completed by Replicant. Member are even leaving compliments. One customer said, "Your technological device was easy to use and saved me a lot of time. I liked that I was able to update my credit card info, make a payment right away and renew my membership without having to call someone to do it for me. It was smooth sailing! I was pleasantly surprised."

"Having implemented Replicant, we are prepared for whatever may come. Whether it's an economic downturn, a spike in call volume tomorrow, or hiring challenges, we will be able to answer calls because of the automation we already have in place."

Steve Bennett
Supervisor of Dispatch @ CCG

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