



CASE STUDY

Glympse helps AAA roadside assistance provide visibility to members as they wait for help in their moment of need – delivering a powerful customer experience and easing a stressful situation.

OBJECTIVES

AAA provides roadside assistance to over 58 million members of their organization. When a member needs to call AAA, it is often a time of extreme stress. AAA knows their customers are counting on them during this highly emotional situation. Time is of the essence. They knew providing visibility with live tracking would benefit their customers and relieve the tension of this experience .

CHALLENGES

- AAA had attempted to build their own in-house solution. However, building an in-house live tracking software is not as easy.
- To ensure an accurate and fully functional live tracking software, AAA turned to the experts at Glympse for help



"Knowing when help is going to arrive, and the ability to track your vehicle to its destination once you leave it, delivers more than just a roadside service experience – it delivers peace of mind."

Senior Vice President

SOLUTION

Glympse has been providing accurate and secure location services for over a decade. Our team was able to create a robust solution that not only shows accurate ETA, but allows for two-way communication between the stranded motorist and tech and the ability to easily cancel the service if needed.

Glympse provided users with a live map that will automatically update the location of the driver and when they are close to approaching the drivers car.

A stressful experience has become less stressful due to Glympse instant notification, real-time ETA updates, and feedback.



RESULTS

By adding the ability to track service truck, not only did AAA reduced the stress of their customers but they also seen an immediate positive result in ROI.

AAA has seen 30% decrease in customer care calls which means more call centers are less congested and are quicker to answer pressing customer questions.

Additionally, Glympse reduced the AAA's "gone on arrivals" by 8%. With Glympse tracking service, customers are confident that their service truck will arrive on time.



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