

Emergency Roadside Assistance Goes Fully Digital With Splunk

Key Challenges

Market-leading roadside assistance company Agero needed to digitize services to accelerate response times and provide better service for customers.

Key Results

The Splunk platform helped Agero offer a 100% digital customer experience for service requests, while providing visibility that enabled teams to better track, monitor and identify issues.



Industry: Technology

Solutions: IT, Observability, Cloud Transformation, Digital Customer Experience

Agero knows what it means to be there for customers in a crisis.

As a market-leading white-label roadside assistance company working hand-in-hand with the majority of leading automakers and auto insurers, Agero provides critical driver support services 24/7 — from roadside assistance and connected vehicle services to accident scene management and beyond. The company responds to approximately 12 million events annually, supplying these services to many of the new vehicles sold in the United States and through two-thirds of U.S.-based auto insurance carriers, which cover over 100 million consumers.

Because motorists can seldom wait long in a vehicle breakdown situation, the ability to provide quick and accurate customer service is key. For many of the 50 years Agero had been in business, customers typically accessed its services via telephone, and from there, agents would rapidly dispatch a tow truck or other service provider.

As a software company, Agero had always relied on sophisticated tooling internally for its call center agents. But to make its services even better, Agero looked to make them more observable and offer a fully digital, transparent experience to better pinpoint locations, dispatch vehicles, and provide the help customers needed when they were in an accident or stranded on the road.

“Customers wanted to reach out to us through mobile apps provided by the insurance companies or the car manufacturers to get that assistance,” says Billy Macdonald, senior director of DevOps at Agero.

That’s where Splunk came in, Macdonald says. “In an industry where phone calls are the standard, Splunk’s observability solutions have helped us modernize to deliver a 100% digital, agentless experience to our drivers in need of roadside assistance.”

Data-Driven Outcomes

100%
digital, agentless experience now available to customers

18 pts
higher net promoter score over non-digital experiences

5%
YOY increase in availability

A single source of truth

As part of its digitization push, Agero initially implemented Splunk Observability Cloud for better monitoring and observability so it could troubleshoot and respond proactively to issues. But once the company started digitizing, the engineering and product teams increasingly relied on the Splunk solution because it gave them a flexible way to use unstructured data in any format. Agero needed to get all of its data points — living in multiple databases — into one place. Splunk allowed Agero to decentralize its engineering structure and microservices into one provider, which offered a single source of truth for the entirety of the company's data and made it easier to track.

Splunk Cloud has also been crucial for Agero's DevOps infrastructure pipeline, offering a flexible platform to monitor and track data across SRE, engineering, product and business teams without any bottleneck issues. "By leveraging Splunk's observability capabilities across our cloud environment and infrastructure, our site reliability engineers and developers gain end-to-end visibility to monitor, track and troubleshoot issues before they impact our customers, ultimately delivering a better customer experience," says Macdonald.



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Billy Macdonald, Senior Director,
DevOps, Agero

Faster time to rescue

Agero's digitization efforts are about giving the client both the fastest and the best possible assistance at a time when every minute counts. Integrating Agero's APIs with client APIs gives the customer a completely agentless experience, while giving Agero comprehensive visibility into their transactions and events. For the customer, that means immediately being notified of location, distance or wait times for the tow truck or roadside assistance company, as well as being assured that their car makes it to the selected service station — and receiving those updates in real time on their mobile app.

The result? Taking a very manual experience and adding a digital layer to each step of the process — from intake and dispatch to event confirmation and tracking — has significantly improved the customer experience. So much so that Agero improved its net promoter score (NPS) by 18 points by pivoting to a fully digital experience.

A new road to insights

For Agero, Splunk has also opened up a lot of opportunities. For one, engineers no longer have to worry about daily ingest limits with Splunk's workload-based pricing, allowing them to enter and access more data for potential use.

Agero is also realizing tangible value out of that data, garnering a host of business-level insights specific to the various teams: the support team uses Splunk to provide better customer service; the product team relies on it to make the product stronger; and the engineering team uses Splunk to monitor and track the product, as well as to quickly identify and resolve problems.

"Knowing about incidents earlier has helped us respond sooner, and giving our engineers access to customer experience metrics at their fingertips has accelerated recovery time," says Macdonald. "These have been huge improvements for us, and Splunk is an essential part of that."

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