

# AAA AUTO CLUB SOUTH

Ensuring brand-building customer experiences with inContact ECHO survey software

» Until a few years ago, collecting customer feedback at AAA Auto Club South (ACS) meant utilizing a cumbersome, unreliable IVR survey system that could be easily manipulated by the call center agents. Members had no way of knowing whether their voices had been heard, and ACS had no real data to drive service improvements. All that changed when ACS implemented ECHO, inContact's customer feedback system. With new, cutting-edge surveying technology in place, ACS was able to **»measure consultant performance and member satisfaction, »receive survey results in near real-time, and »improve member support and company-wide services.**



## Business

Auto club serving members and residents of Florida, Georgia, Western Central Tennessee and Puerto Rico

[www.aaasouth.com](http://www.aaasouth.com)

## Challenges

- Unreliable IVR survey system
- Consultants could influence which customers took the surveys
- No formalized training to improve member service

## Results

- Automated and customized customer service surveys
- Consultant performance and member satisfaction measured by complete reporting
- Near real-time survey results
- Gaps in member service easily identified and addressed
- Actionable insights communicated across the enterprise

## Gathering and analyzing member feedback

The ACS membership call center has over 70 membership consultants on the phones, handling all the auto club's membership calls—from new members setting up their accounts to existing members accessing a host of services, including roadside assistance, rental car reservations, and much more.

With the inContact ECHO survey system, members who choose to participate in a customer-service survey are prompted to answer a series of questions and leave comments directly following their interaction with a consultant. The survey results are instantly available to consultants and managers so they get immediate feedback on performance—directly from the members' mouths.

“One of our favorite things about ECHO is the ability to listen to actual member comments,” says Amy Thornhill, Quality Assurance Coordinator at ACS. “That way, we're not just seeing members' answers to our questions, we're actually hearing their verbal responses. We listen to every single comment we get.”

Because members are asked if they want to participate in a survey before the call begins, and the system automatically calls them back after the call is completed, the consultants cannot skew the participation results in any way.

“The biggest reason we selected ECHO is that there is no ‘self selection,’” said Sarah Glass, Senior Research Analyst at ACS. “Callers who elect to participate are equally likely to receive a call back whether they are satisfied or not. It was our Number One directive when selecting a new system.”

With access to over 100 reports, ACS is able to carefully measure overall satisfaction, member value, and resolution processes. The quality assurance team codes each member response based on subject, then summarizes the results and analyzes the trends so they can identify potential gaps in service and reward consultants when they receive positive feedback from members.

### Key Uses of inContact ECHO at AAA Auto Club South:

- Share the Voice of the Customer (VOC) data across the enterprise in order to change and improve processes and systems
- Follow up with customers who negatively rate their service experience
- Reward high-performing agents
- Enable agents to self-correct performance after hearing survey recordings
- Leverage the feedback to train lower-rated agents
- Rate and track overall call center performance

**“We’re actually hearing the voice of our customers and we listen to every single comment we get.”**

Amy Thornhill  
Quality Assurance Coordinator  
AAA Auto Club South

**“Without ECHO, we wouldn’t know where to begin in getting extra, personalized touches out to members.”**

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### Rewarding outstanding performance

With ECHO, all ACS membership consultants have access to their individual Customer Service Report Cards. The access lets them self-correct and continuously improve their performance, rather than relying on subjective interpretations of how they think members feel.

“We often hear comments about what a great job our consultants are doing,” says Thornhill. “We share each of these compliments with our entire call center. It’s a great morale booster.” ACS also uses ECHO to reward high-performing consultants. Each consultant who gets a compliment is entered into a monthly drawing to win prizes. “They love being acknowledged for their work,” says Thornhill. “It’s this kind of recognition that keeps them engaged—and keeps them with us longer.”

### Improving call center service

ACS uses the analytical reports in ECHO to identify recurring service issues and develop smart new strategies for success. For instance, when the call center began hearing a large number of complaints about their phone-tree system, the quality assurance and management teams listened. Armed with customer feedback from ECHO, they were able to build a friendlier system—and transform a frustrating customer experience into a decisively positive one.

### Creating brand-building customer experiences

Because every customer service issue is documented, coded, and analyzed, the ACS membership call center has conclusive evidence when problems occur. And this means they also have a powerful tool to make things right for individual customers, and to dramatically improve center-wide processes.

“By analyzing our ECHO comments and working with our call center supervisors, we can often come up with simple changes that make members much happier—like making a call for them, rather than just giving them a number,” says Thornhill. The membership department can also follow up with members directly—often sending a small gift and a personal note—to thank them for sharing their concerns. “Without ECHO, we wouldn’t even know where to begin in getting those extra touches out to members,” says Thornhill.

### Refining company-wide services

At ACS, ECHO’s impact and reach can be felt well beyond the membership call center. With consolidated feedback from members, the call center has been able to provide the ACS management team with meaningful, actionable data that drives company-wide changes. In fact, the auto club recently changed its membership structure and implemented more payment plans after learning through ECHO feedback that many members wanted more options. And as they move forward with ECHO, the call center is constantly on the lookout for new trends that can be passed on to other business units. In fact, the success of ECHO at ACS resulted in rolling out the product at AAA Life Insurance. It’s all part of their ongoing mission to streamline operations—and enhance their members’ experience.

“ECHO is truly the voice of our members,” says Thornhill. “And it’s a voice we can hear, loud and clear.”