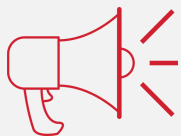


Ready-to-Use Roadside Assistance Information and Advice for Your Customer Communication Channels

Keep roadside top of mind for your customers with our comprehensive roadside content library. By integrating relevant content frequently into your customer communication channels, you can increase program recall the next time they have a roadside event.



Key Benefits of ARCH



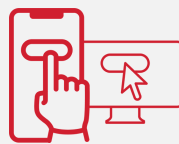
Build Awareness

Educate your customers about the depth and breadth of their roadside coverage benefits.



Deepen Engagement

Frequent communication helps customers recall their program during a roadside event.



Drive Digital Adoption

Remind customers that the best and fastest way to request help is through your mobile app.



Reinforce Value

Remind customers that roadside is the fastest, safest, most affordable way to get back on the road.

How it Works

ARCH is a comprehensive content library designed to simplify your marketing efforts and help you promote the roadside assistance benefits you offer to your customers. ARCH is stocked with ready-to-use consumer-focused content and professionally crafted marketing materials, all tailored to promote your brand effectively.

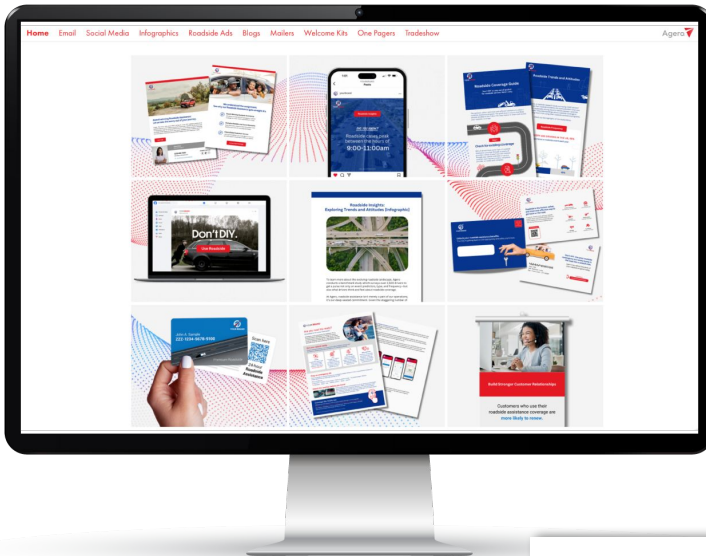
We make it easy by handling the customization process for you, aligning each piece seamlessly with your brand guidelines to ensure consistent and authentic messaging every time. Whether you need seasonal campaigns, safety tips, or driving-related resources, ARCH is your go-to solution for delivering impactful, on-brand communications with ease.

The Value of Roadside Assistance

Bain research reveals roadside assistance as a defining factor in customer loyalty and retention. A good roadside experience **positively impacts customer satisfaction and drives long-term loyalty and retention**. The more often your customers recall and use their roadside benefits, the greater the opportunity to delight them and foster long-term loyalty. Often times these opportunities are missed because customers forget they have coverage, are unsure of what their coverage includes, or don't know how to request assistance.

Engaging and informative messaging about roadside assistance helps keep roadside top of mind for your customers. Making it easier for them to recall coverage and request help during a roadside issue reinforces their value and trust in your brand.

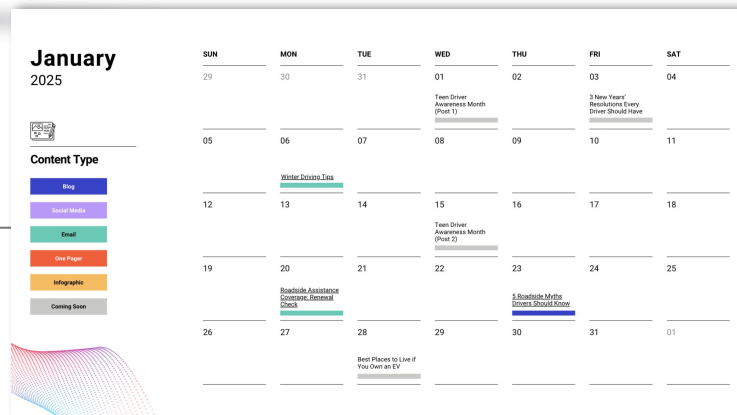
Agero Roadside Content Hub



ARCH houses a comprehensive catalogue of content including:

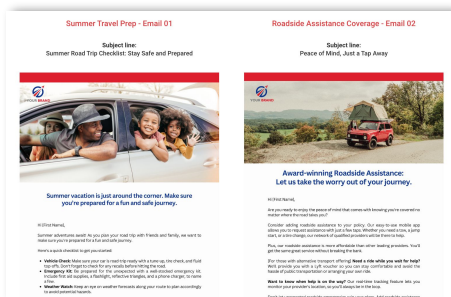
- + Email
- + Social Media
- + Infographics
- + Roadside Ads
- + Blog Posts
- + Direct Mail
- + Welcome Kits
- + ID Cards
- + One Pagers
- + Tradeshow Materials

Effortlessly plan and schedule customer communications with our content calendar, featuring key seasonal, safety, and driving-related dates.



Getting started is as easy as 1-2-3

1



Browse our library at
archaccess.agero.com

2

Roadside Content Request Form

Elevate your roadside assistance coverage and increase renewals with our branded roadside content. Simply select the type of content you'd like to update and Agero will handle the rest. Please note that each content type requires a separate submission. You can submit as many requests as you need.

christine.nguyen@agero.com [Switch account](#)

Not shared

* Indicates required question

Submit your request through the
[Content Request Form](#)

3



We will customize the content
using your branding guidelines

Scan the QR code to see ARCH in action today or
get started now at archaccess.agero.com.

