

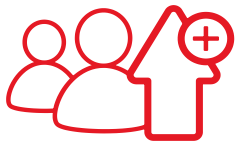
Agero Digital Experience Audits

Elevate Your Customer Experience: A Comprehensive Analysis of Roadside Assistance Journeys

A positive digital experience can strengthen customer loyalty and brand perception, while a frustrating one can quickly erode trust. As a leading provider of roadside assistance, Agero understands the critical role digital experiences play in customer satisfaction. Our digital marketing experts conduct in-depth digital experience audits to pinpoint areas for improvement in your roadside assistance offerings, ensuring your customers have a smooth and satisfying journey from need to resolution.



Key Benefits of an Agero Digital Experience Audit



Boost Customer Loyalty & Retention

Customers who use their roadside assistance coverage are 35% more likely to renew their auto coverage. Our audit identifies key friction points in the customer journey and provides actionable recommendations to improve the overall experience, fostering deeper customer loyalty and increasing renewal rates.



Decrease Total Event Time

Streamline the roadside request process with our audit. Our audit analyzes your existing intake methods and identifies opportunities to improve. We provide proven strategies to reduce request times, minimize follow-up calls, and ensure faster service delivery for your customers.



Improve Online Visibility

Our audit includes a comprehensive SEO analysis of your roadside assistance pages. We identify relevant keywords, analyze competitor performance, and provide effective tactics to improve search engine rankings, making it easier for potential customers to find your offerings.



Uncover and Eliminate Roadblocks

We meticulously examine the customer journey, from awareness to successful roadside assistance requests. Our audit uncovers roadblocks that may be hindering customer engagement and service utilization. We provide clear recommendations and a framework for measuring success.

The Power of Digital Roadside Assistance

Customers increasingly rely on digital channels for their insurance needs. JD Power reports show that **customer satisfaction is highest for auto insurers when customers have a seamless digital experience**. To remain competitive, your roadside assistance offering must keep pace with this digital evolution. Our audit helps you optimize your digital channels, creating a frictionless roadside experience that converts customers into loyal advocates.

Key Areas of Focus in Our Audit

Our digital experience audits focus on two key areas. First, we analyze your digital channels to identify areas where customers may encounter friction when requesting roadside assistance. This includes assessing the ease of navigation, the clarity of information, and the usability of digital intake forms.

Second, we evaluate how effectively your digital channels promote roadside assistance coverage and guide customers towards adding it to their existing policies. This involves analyzing the effectiveness of calls-to-action, the visibility of roadside assistance information, and the overall customer journey towards policy adoption.

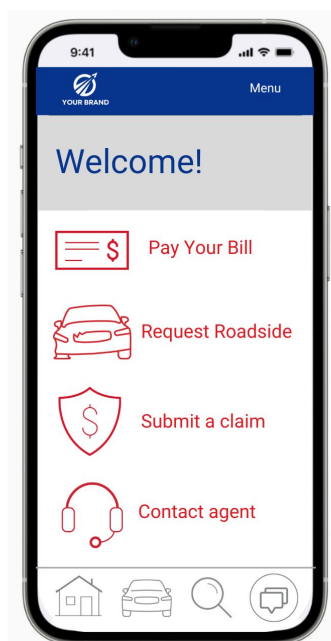
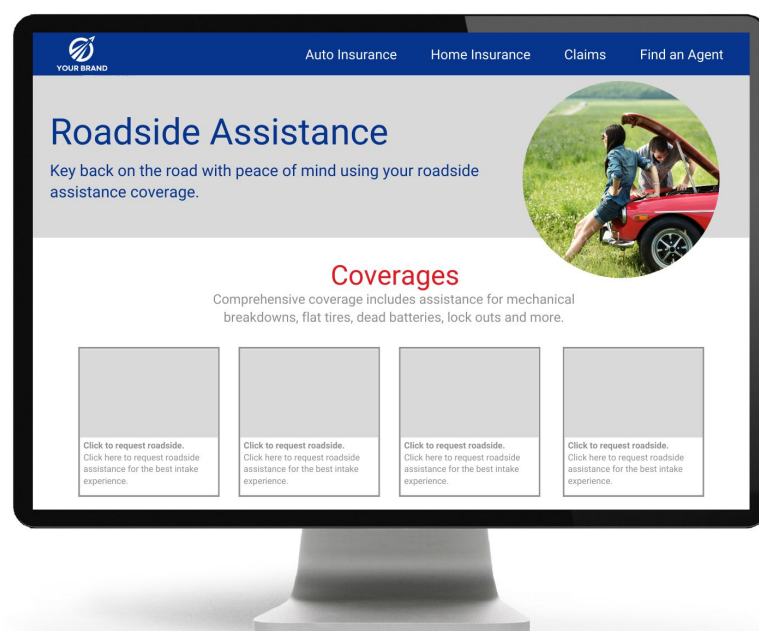
Agero's Digital Experts Review:

Website Analysis

- + Visibility and accessibility of roadside assistance information
- + Ease of navigation to the roadside assistance page
- + Effectiveness of calls-to-action for requesting roadside
- + Availability and usability of digital intake

Content and Messaging

- + Clarity and depth of roadside assistance information
- + Effectiveness of messaging in promoting the value of roadside assistance



Search Engine Optimization (SEO)

- + Keyword research and analysis
- + Competitive keyword analysis
- + On-page optimization (meta titles, descriptions, headings)

Mobile App Analysis

- + Roadside assistance features within the app
- + Ease of use and navigation of the roadside assistance functionality
- + Number of steps and data entry required for a successful request

Interested in a Digital Experience Audit?

Contact your Client Success Manager to get started.