

# Agero Helps Drivers in Distress with Visual IVR for Roadside Assistance

## Testing of Omnichannel Journeys Assures a Unique Customer Experience

Agero, a market leader in software-enabled driver assistance services, is on a mission to transform the entire driving experience through an unmatched combination of innovative technology and human-powered solutions. The company is one of the largest providers of roadside assistance serving 115 million drivers throughout the U.S. Agero white labels its solutions to major automotive brands, insurance carriers, and financial service companies.

When it comes to roadside assistance, Agero has high standards for quality and precision. To support that goal, Agero recently implemented an innovative omnichannel capability that spans phone, SMS, and visual IVR. A multi-modal feature allows drivers to be connected simultaneously by voice and web. But Agero recognized, prior to implementation, that testing and monitoring the omnichannel journey and the multi-modal feature would have its challenges. With drivers sitting on the side of the road and in need of help, the omnichannel service has to work flawlessly every time.

## The Visual IVR Experience

The visual IVR is used to provide customers with a mobile app-like experience. Drivers contact Agero roadside assistance through a voice call and Agero detects if the driver's mobile phone supports data. The driver is then offered assistance via a visual IVR and connects to the visual IVR web app. The visual IVR allows the customer to provide his or her caller ID, license plate or vehicle identification number, the GPS location, and destination maps. The voice call with the agent remains connected simultaneously with the visual IVR to answer questions and provide confirmation that the roadside service is on its way.

### AGERO AT-A-GLANCE

- **Software-enabled driver assistance**
- **Delivering world-class service to more than 115 million vehicles**
- **One of the largest national networks of service providers**
- **More than 12 million requests annually for assistance**



## Extensive Testing and Monitoring of the Visual IVR Experience

Agero selected Cyara's CX Assurance Platform to thoroughly test and provide 24x7 monitoring of the omnichannel customer journey. Cyara Velocity was selected for automated testing of the new contact flows. Cyara Pulse was selected as the day-to-day "work horse" to monitor the many points of failure on a 24x7 basis.

With Cyara, Agero is able to:

- **Automate test script generation and testing**  
Cyara Velocity automatically created test scripts for the new contact flows ensuring that tests covered all paths, end-to-end. Automated functional and regression tests were run regularly on all contact flows.
- **Monitor the Visual IVR**  
There are many potential points of failure in an omnichannel customer journey that spans 3 channels: voice, SMS, and web.

On an ongoing basis, Cyara Pulse's synthetic interactions are run end-to-end to ensure that all transitions from one channel to the next, work seamlessly. Cyara can detect if a text did not get delivered, if a web page is down, or if the connection is lost on a voice call.

Cyara Pulse performs extensive, 24x7 call monitoring. Voice calls are initiated through each cloud service and telephony region, every minute.

- **Monitor via round robin on specific client call flows**  
Cyara initiates calls on a round robin basis to client call flows to continually look for issues.
- **Assure 24x7 site reliability of operations center**  
When it comes to critical roadside assistance, voice call reliability requires proper functioning of a wide array of systems. Cyara is used to test and monitor those areas. Cyara call recordings are reviewed on a regular basis. Test cases are continuously run and those that fail are automatically retested. Test failures are included in the analysis of platform issues.



Cyara is a great solution to provide us an end-to-end assurance strategy for our roadside assistance application. This gives us confidence in delivering the service through digital tools that our clients are increasingly asking for, and providing consumers with more options when using our services.

Robert Sullivan  
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**LEARN MORE**  
Watch this video to learn more about how Agero innovates their Customer Experience.



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**FOR MORE INFORMATION:**

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.



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Delivered at Scale.