

# RoadsideAID

## Actionable roadside insights to build stronger customer relationships

Get a detailed look into your policyholders' Emergency Roadside Service events with a dashboard that offers full visibility into each service request and metrics on the customer experience. Take advantage of timely new opportunities to engage with and support your customers.

The Roadside Action Insights Dashboard (AID) was designed and custom-built for you by Agero, State Farm's trusted roadside partner.



### Benefits



#### See the Big Picture

Insights into the ERS customer experience for both your policyholders and your state.



#### Timely Insights

Near-real time data enables timely, proactive outreach and support.



#### Increase Revenue

Follow up after a positive event to ask about a testimonial, referral, or additional coverage opportunities.



#### Diagnose Specific Events

Use event details and customer comments to understand the details of each event.

### The Roadside Impact

**1 IN 2**  
DRIVERS

WILL HAVE A  
ROADSIDE EVENT  
EVERY YEAR\*

ONLY  
**1 IN 5**

DRIVERS WILL USE  
THEIR ROADSIDE  
COVERAGE DURING  
AN EVENT\*

STATE FARM CUSTOMERS  
ASSISTED BY AGERO

**86%**

STRONGLY  
RECOMMEND  
THE SERVICE

(2022 data)

AGERO ROADSIDE  
COVERAGE PROGRAM  
CUSTOMERS HAD A HIGHER  
RENEWAL RATE



RENEWAL  
RATE  
INCREASE

VS CUSTOMERS  
WHO CONTACTED A  
PROVIDER DIRECTLY\*

\*Source: Agero 2020  
Consumer Research Study

# Roadside Action Insights Dashboard

## Policyholder Metrics

View aggregate ERS customer experience metrics for *your* policyholders

## State-level Metrics

See how your metrics compare to all policyholders in your state

## Help Center

Learn more about how to use RoadsideAID, get live event support or contact our agent engagement team

## Filters

Filter data by customer experience or by date range

## Verbatim Comments

Read actual customer comments left in post-event surveys

## Activity Feed

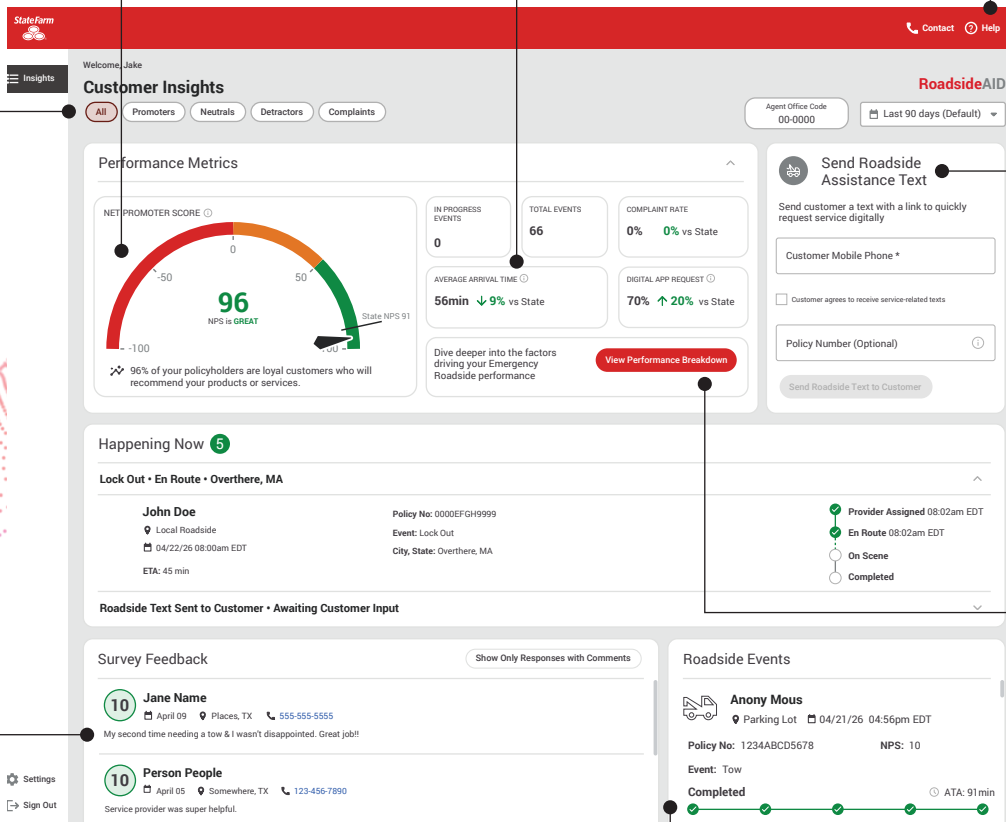
Quickly see the details of each event including event location, type of service, event status and arrival time

## Digital Service Request

Provide faster, more direct support to your policyholders by initiating a roadside request for them

## Performance Breakdown

Access detailed metrics like service type, volume breakdown and performance over time



[Log in at aid.agero.com](https://aid.agero.com)

## About Agero

Agero's mission is to reimagine the vehicle ownership experience through a powerful combination of passionate people and data-driven technology. As the #1 B2B, white-label provider of digital driver assistance services, we're pushing the industry to redefine manual processes as digital, transparent and connected.

The company has over 150 million vehicle coverage points in partnership with leading automakers, insurance carriers and others. Managing one of the largest national networks of independent service providers, we respond to approximately 12 million service events annually. Agero, a member company of The Cross Country Group, is headquartered in Medford, Mass., with operations throughout North America. **To learn more, visit [www.agero.com](https://www.agero.com).**