



App Helps Drivers Get Roadside Assistance Quickly

INDUSTRY : Banking, Financial Services, and Insurance

Background

An American auto insurance company serves more than 16 million private passenger customers, insuring more than 27 million vehicles. The company also offers policyholders an emergency roadside service that includes jump starting dead car batteries, changing tires, towing and lockout services.

Challenge

Policyholders connect with the insurer via its website, through mobile apps, over the phone and via local agents. As a leader who prides itself for its excellence in online and mobile services, the company wanted to deliver an exceptional experience to users of its emergency roadside service app. It needed to simplify the user experience and create an app able to solve all of its customers' needs, thereby reducing the number of phone calls to representatives for help.

Solution

PK brought a fresh approach to the emergency roadside service app. Through conceptual designs, storyboards and wireframes, user and usability testing and a high-fidelity prototype, PK was able to create an optimal customer experience for the client's policyholders. The app streamlined the process of requesting roadside help by leveraging location-based services and a ride-hailing approach for securing a tow truck to give drivers a safe and quick way to get help without having to make a call. The app provides real-time updates on progress, for greater peace of mind for users. By enabling customers to obtain assistance via an intuitive app with a simple, step-by-step process, the client was able to reduce the number of phone calls to its representatives while delivering an improved experience for its policyholders.