



TTEC Digital Helps AAA of Western and Central New York Drive Their Customer Roadmap

AT-A-GLANCE

TTEC Digital Helped AAA of Western and Central New York:

- Understand the customer journey across different lines of business
- Map the organization's digital strategy
- Streamline disjointed areas of business
- Identify and remove barriers between different areas of business

About AAA of Western and Central New York

While they are perhaps best known for their 24/7/365 emergency roadside assistance, AAA of Western and Central New York also provides their more than 880,000 members with travel, insurance, financial, and automotive-related services. With more than 600 associates distributed across three major metro areas, they maintain a company culture focused on helping people.

INDUSTRY

Insurance, Retail

SERVICE PROVIDED

- Customer Experience Understanding
- Customer Experience Visualization
- Current State Customer Journey Mapping
- Future State Customer Journey Mapping
- Process Mapping
- Technology Architecture
- Design Thinking

THE CHALLENGE

Siloed Business Processes and Invisible Customer Journeys

In 2022, AAA of Western and Central New York set out to map its digital strategy.

They had several goals in mind:

1. Understand how customers experienced AAA roadside service

As their most popular service and one of the main reasons members join, AAA of Western and Central New York wanted to ensure that customers were having a smooth experience. The better the roadside experience was, the more likely customers would renew their membership, and potentially try other AAA services.

2. Understand the customer journey through AAA Insurance

As the fastest-growing insurance agency in New York state, AAA of Western and Central New York wanted to understand policyholder pain points and needs in order to optimize the experience and increase conversion rates.

3. Understand the big-picture customer experience

By understanding the specific customer experiences within roadside assistance and insurance and the overall customer journey between these two lines of business, AAA of Western and Central New York hoped to optimize their new Customer relationship management (CRM) strategy.

4. Define technology needs for the future state vision

AAA of Western and Central New York wanted to ensure that the customer experience between different lines of their business — including insurance, roadside assistance, and travel services — was as streamlined and convenient as the customer journeys within each separate department. If the businesses were too siloed, or the experience was inconvenient or disjointed, it could lead to dissatisfied customers.

These challenges had one starting point: a clear picture of the current customer journey across different lines of business. But there were reservations. As Pete Balisteri, CIO for AAA of Western and Central New York, phrased it, “I was very leery of becoming another statistic on the highway of CRM implementations that fail because there wasn’t enough strategy and forethought put into it.”

The team at AAA of Western and Central New York decided to completely reimagine their customer journey. They sought out a partner who could help.

THE SOLUTION

How an Experience-First Approach Led to a Technology Architecture and CRM Strategy

AAA of Western and Central New York wanted a partner who would put the customer experience first, instead of starting with a technology or a tool in mind and working backward. Having previously worked with TTEC Digital for a Genesys Cloud implementation, AAA of Western and Central New York appreciated that TTEC Digital's Strategy & Design team had a tech-agnostic approach, but that TTEC Digital had the deep technological experience needed to implement their chosen solutions. This allowed them to maintain focus on the end goal: customer experience transformation. According to Balisteri, "The agnosticism was helpful. At the same time, having an eye towards what is possible also had advantages and gave invaluable guidance during the process."

In the end, the deciding factor for choosing TTEC Digital as a partner was their customer-centric methodology, which begins with a deep exploration into the current customer experience and then uses that understanding as a foundation for technology architecture to drive better customer and employee experiences. For AAA of Western and Central New York, this process began with an exploration into the customer and employee experience across the end-to-end journey, across all channels. Employees across the business worked together to understand the customer/employee experience, align on the current state

experience through journey mapping, understand the moments that mattered, and the pain points that were causing a less-than-stellar experience. Based on areas of high pain, a cross-functional team worked together to lay out the current state process map for insurance and roadside assistance.

This deeper understanding of the customer experience and current processes led to an alignment on what to fix, design sessions on how to fix, and a technical architecture roadmap that showed how to enable technology to deliver on the future state vision for both insurance and emergency roadside businesses. In addition to having a future state vision and an understanding of how technology needed to enable this experience, the team felt confident they would increase referrals, reduce contact center operations costs, and free up capacity to take care of more members on the side of the road. Another unexpected bonus of this process that Balisteri noted was how it brought together team members from across the organization: "This led to our Associates having much more ownership in the outcome. It's going to be that much stronger because of it."



THE RESULT

Paving the Way for Continued Understanding, Growth, and Success

AAA of Western and Central New York chose its CRM tool prior to understanding the customer experience and is now working with the team at TTEC Digital to align the CRM tool to the future state vision. “The next step is to take our output and work with the TTEC Digital team to build the CRM strategy and deliver the future state experience we aligned to,” Balisteri said. “It’s not single-threaded; there are different goals we can go after in the immediate term, while we’re building out the longer-term strategy and deliverables for the CRM at large.”

*“I wanted to make sure that we were addressing the issues in our customer experience, no matter what we did to solve the problem from a technology perspective. I was very leery of becoming just another statistic on the highway of CRM implementations that ends up failing because there wasn’t enough forethought or strategy behind how specific tools were going to be used. **Our decision to work with TTEC Digital really boiled down to their methodology: how it would play out, what data we would get out of it, and how we would be able to turn that into a strategy to better our customer experience.**”*

Pete Balisteri

CIO, AAA of Western and Central New York

FUTURE PLANS

A Methodology-Driven Technology Roadmap

AAA of Western and Central New York plans to use these results to drive its technology map for the next few years. Balisteri is optimistic about the work carrying them the rest of the way. “I think the work product produced is much stronger because of the TTEC Digital methodology,” said Balisteri. “It’s really going to help drive our technology roadmap for the next few years.”

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world’s leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at ttecdigital.com.

