

Case Study

**AAA Club
Alliance delivers
world-class
customer service
using Upland
Panviva**



INDUSTRY

Roadside assistance

COMPANY

AAA Club Alliance
Wilmington, Delaware
cluballiance.aaa.com

Serving six million members, the AAA Club Alliance is the largest AAA club in the national AAA Federation. Advocating for the safety and mobility of its members, AAA Club has been committed to offering outstanding service for more than 120 years.



Since 2019, **AAA Club Alliance** has been using Panviva to provide consistent content and messaging to its agents through a “single source of truth” and to increase agents’ speed to proficiency.

How do you ensure a consistent, superior customer experience?

A heavy reliance on training and disparate information stored in various places without an easy search tool threatened contact center efficiency and performance.

AAA Club Alliance was committed to raising its level of customer service. At the same time, the complexity of information increased and call volume grew. Senior management recognized the need for a solution that would empower customer-facing frontline agents by providing fast, accurate, consistent answers to efficiently resolve customers' needs.

Consistent answers - in three clicks or less!

After a rigorous vetting process, Panviva knowledge management system was identified as the solution best suited to meet AAA Club Alliance's needs to strengthen service delivery, increase agent effectiveness, and improve member satisfaction.

In 2019, Panviva was successfully piloted to 100 agents in the Roadside Assistance Contact Center. Following a successful proof of concept where agents and management reported positive experiences with Panviva, the project was expanded to include all AAA Club Alliance contact centers: Roadside Assistance, Membership, Member Care, Travel, and Dispatch.

"We have been able to supplement our training processes and improve speed to competency for our new recruits."

— Representative at AAA Club Alliance

Creating a culture of knowledge excellence.

Improved service quality

Panviva helps the customer service teams by offering clear organization of the top issues and responses facing frontline agents across business units. The teams appreciate Panviva's design, which allows for content sharing between business units, as needed, to ensure a consistent member experience.

To support the extensive rollout, AAA Club Alliance hired two dedicated Knowledge Base Content Editors who worked with each department's subject matter experts (SMEs) and leaders to ensure accurate and appropriate content. They help each business unit understand how Panviva can

support their needs and the flexibility it offers in serving up subject matter.

Each business area also developed its own customized home page.

Creating a knowledge culture for ongoing success

After the initial launch, the Content Editors remain engaged via weekly maintenance meetings with the department leaders and SMEs for a four-week time period to confirm that content and page layouts are functioning as needed, address any feedback, and discuss ongoing communication efforts to ensure success of the initiative.

As departments are onboarded to Panviva, they are invited to the larger Quarterly User Group meetings hosted by the Content Editors and attended by the business area leadership to review usage, frequently accessed content, share best practices, identify opportunities to leverage content between areas, and brainstorm ways to make the knowledge base more engaging and useful. Panviva's built-in feedback process enables Content Editors to quickly address changes requested for any business line.

What AAA Club Alliance agents are saying about using Panviva:

"We have been able to supplement our training processes and improve speed to competency for our new recruits."

"Finding knowledge on Panviva is quick and easy."

"It has all the answers."