

Case Study

**North American  
Auto Group  
manages  
complex volumes  
of information  
using Upland  
Panviva.**



**INDUSTRY**  
**Automotive**

**COMPANY**  
**North American Auto Group**  
Cumming, GA  
[northamericanautomotive.com](http://northamericanautomotive.com)

This association is one of the largest independently owned auto clubs in the US. Its highly skilled call center agents and assistant providers are rapid responders who convert distressing situations into exceptional customer experiences.



**North American Auto Group (NAAG)** used Upland Software's Panviva to create a centralized knowledge base that increased first call resolution by 20% and reduced call times by 25%, all while cutting costs, failure rates, and training times.





# How do you empower agents to assist 10 million participants on 150 separate plans?

## Call handling times were on the rise.

And it was little wonder why: NAAG's call center agents served as front-line responders for multiple automotive assistance programs, on top of meeting the needs of NAAG's hundreds of thousands of members.

More than 150 separate phone numbers and associated plans--with a cumulative 10+ million participants--rout to the call center, meaning agents deal with large, complex, and constantly changing volumes of information every day.

## With Panviva, NAAG found a new approach to knowledge management.

Information has never been easier to build, update, and share. The authoring environment and WYSIWG editor require no IT help. When changes are made, they flow directly to each agent and an easy feedback mechanism allows users to send notes suggesting corrections. Changes can be made and published in seconds.

Panviva presents information as needed in "chunks," not in large PDF or Word documents, meaning agents find answers to specific questions fast.

*"Our customers call because their vehicles are broken down on the road and they are distressed. Call center agents using Panviva are upbeat, self-assured, and able to reassure and dispatch great help quickly. That level of confident comfort for stranded callers is a big part of what separates us from other vehicle assistance providers."*

— Chief Operating Officer

# Calls are resolved 25% faster using Panviva.

## NAAG decided to build a better call center process.

"In working on our strategic growth plan we took the opportunity to re-engineer and improve our call center processes," explains the auto club's COO. "We needed a better-flowing, higher-quality, single knowledge-base system that also provided assistance for our agents."

In rolling out Panviva, that's exactly what they got.

## With Panviva, agents can answer more calls in less time, simultaneously improving service and lowering costs.

Developing training materials is now a thing of the past. "The system itself contains everything the agents need to

know," says NAAG's COO. "Training users now means showing them how to use Panviva and then Panviva 'trains' them on the job by stepping them through every call and supplying the answers." Employees learn as they use the system and memorization is a thing of the past.

Additionally, Panviva can provide simple learning modules and quizzes to deliver new information, test comprehension, reinforce concepts, and drive compliance.

With Panviva, the club has created a central information store that's easy to navigate and search. Every answer gets straight to the point in just a few words so that agents can answer questions quickly and accurately.

"We can update the database and agents on the fly. We have improved the quality of calls, reduced score variation, and increased the involvement of the agents in process improvements," says the COO. "Perhaps the most important benefit is that with Panviva our agents have tremendous confidence."

## Results for North American Auto Group

**20%  
increase**

In first-call resolution

**25%  
decrease**

In average handling time

**40%  
reduction**

In agent failure rates

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