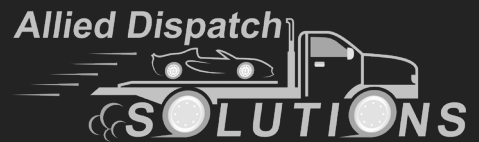


# WHEN ROADSIDE ASSISTANCE IS YOUR WHEELHOUSE



## Allied Dispatch Overhauls its Call Center with NewVoiceMedia

Nothing says freedom quite like a full tank of gas and the open road ahead. But when your car breaks down, that sense of freedom can quickly turn from independence to inconvenience -- or even disaster -- if you're not equipped to fix what's broken. That's why Allied Dispatch Solutions has made it their mission to bail out the road's broken-down, flat-tired, and hopelessly stranded drivers in times of need.

As one of North America's largest roadside assistance networks, Allied Dispatch needs a call center that's equipped to handle the pressures of any situation that bad luck can throw at their customers. Implementing NewVoiceMedia for their cloud contact center software has enabled Allied Dispatch to keep their call center humming, in tune with customers, and firing on all cylinders.

### Solving puzzles to build a reputation

For the team at Allied Dispatch Solutions, having a reliable call center is everything. There's simply no room for error when customers are vulnerable, cell service is spotty, and the clock is ticking.

"Our task is essentially a high-stakes game of problem solving," says Anthony Royer, CEO of Allied Dispatch. "It's an odd question to ask during an interview, but we ask all our customer solution specialists (CSSs) if they like puzzles. Because that's exactly what roadside assistance is -- a puzzle."

But unlike a Sunday crossword puzzle, every outcome in one of Allied Dispatch's puzzles has the potential to make or break someone's entire day. For that reason, customer focus is a core tenet for the service reps at Allied Dispatch, who collectively answer 6 million calls per year. "Of course, quickly solving our customers' problems is important, but the human element is vital to the process," Royer says. "That's how we've built our reputation in the industry."



"Customer focus is a core tenet for the Customer Solutions Specialists at Allied Dispatch, who handle more than 3.5 million calls per year"

**Anthony Royer,**  
CEO, Allied Dispatch

## Allied Dispatch Solutions integrates NewVoiceMedia platform

That's why Allied Dispatch turned to NewVoiceMedia to overhaul their call center software. NewVoiceMedia has transformed the way Allied Dispatch manages their call center by integrating with Salesforce, giving the team more control of their own data and delivering the most accurate real-time analytics possible.

With NewVoiceMedia, now the Allied Dispatch team can count on cloud-based telephony, taking their call reliability into the 21st century.

Using their newfound resiliency, they set up a complex network of logic and routing failovers. "Providing service for our Spanish-speaking customers is really important," says Jones. "Now it's simple to connect them to our bilingual CSS's first, and if they're not available, overflow to our non-bilingual staff. The NewVoiceMedia platform really allows us to engage all our resources on the floor in a simple, timely manner."

NewVoiceMedia's seamless integration with Salesforce also allows Allied Dispatch to quickly obtain information as calls come in. "As soon as a CSS picks up the phone, they have everything they need," Jones explains. "It's all right there."

## Productivity increases

The biggest breakthrough for the Allied Dispatch team has been NewVoiceMedia's real-time analytics. NewVoiceMedia has given the team a fine-tooth comb to dynamically sift through every part of their calls, quickly finding areas of improvement.

"When a call comes in, it automatically opens up a case. We have the timing on that now," Royer says. "We have timing on outbound calls. We have timing on wrap-ups. We can see who's taking too long to locate the customer. The direct tie-in with Salesforce allows us to look at those checkpoints kind of like a funnel and pinpoint exactly where bottlenecks are."

NewVoiceMedia has given the team a new lens to analyze the human element as well. "Now I can monitor every single aspect of this business from my mobile phone 24/7... I can take my phone out and whisper into a call right now," Royer says. "Before I had wait until the end of the day to get a call recording sent to me. It's really night and day."

With these changes, Allied Dispatch has seen productivity on the floor go up significantly. Before NewVoiceMedia, CSSs used to get through not as many calls per hour as they do now, freeing up personnel to handle increased call volumes.

## Ready for the road ahead

Customer expectations are caught in the middle of a technical revolution. Allied Dispatch is positioned at the forefront, ready to serve their customers in new ways. As they look to the future, the team feels the freedom of the open road ahead.

"It's so hard to get over fear of new technology, but the old call center -- with the raised floor and a switch in every server is antiquated" Royer explains. "But if you really understood the dynamic sophistication of what cloud-based telephony can do, and how NewVoiceMedia can change your business, then I think you'll know the choice is obvious."



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## NewVoiceMedia

NewVoiceMedia is a leading global provider of cloud contact centre and inside sales technology that enables businesses to create exceptional, emotive customer experiences to serve better and sell more.

Its award-winning platform joins up all communications channels without expensive, disruptive hardware changes and plugs straight into your CRM for full access to hard-won data.

With a true cloud environment and proven 99.999%

platform availability, NewVoiceMedia ensures complete flexibility, scalability and reliability.

NewVoiceMedia's 700+ customers include Canadian Cancer Society, Ebury, FCR Media, FlixBus, JustGiving, Kingston University, Lumesse, Paysafe and Vax.

For more information, visit

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