



CASE STUDY

# AAA Automates 30+ Million Calls with an AI-Powered Virtual Agent



4.5/5

CSAT score



30+M

calls automated



66%

savings in cost/call



50%

reduction in hold time

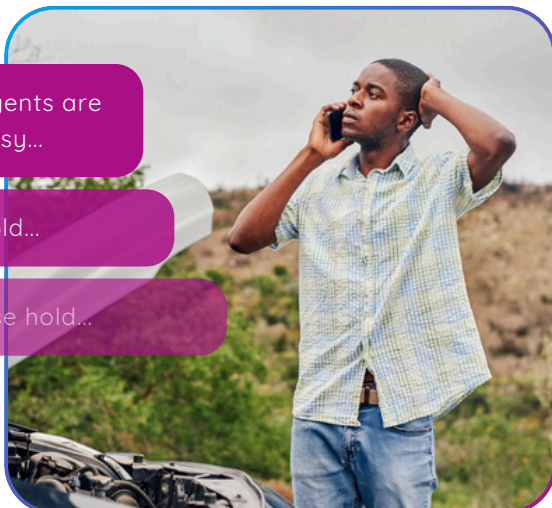
## CHALLENGE

With 61M+ members, AAA sought a scalable solution for their emergency roadside service (ERS). Stranded motorists faced **long hold times** due to unpredictable weather and increased calls during winter storms. To address business continuity challenges, AAA explored the best AI-powered self-service solution for immediate assistance across all channels while maintaining high-quality service.

All of our agents are currently busy...

Please hold...

Please hold...



## AT A GLANCE

### Challenges

- Call spikes due to bad weather led to long hold times and frustrated customers
- Stranded motorists were put on hold in long queues

### Benefits

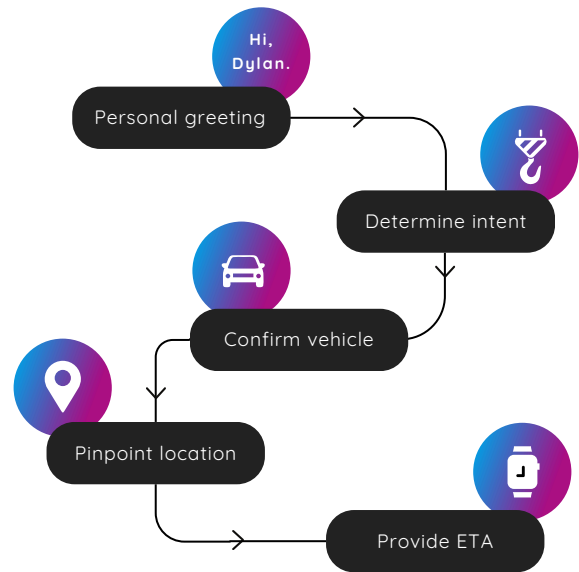
- 30+M automated calls
- 24/7 roadside support with no hold times
- 66% savings in cost/call
- 50% reduction in hold times
- CSAT score of 4.5/5

## SOLUTION

AAA partnered with SmartAction for its unique model, bundling best-of-breed conversational AI with full support. The SmartAction CX team designed, implemented, and optimized their ERS application, resulting in an AI-powered virtual agent that:

- Greets with **personalized ANI lookup**
- **Confirms the linked vehicle**; if mismatched, uses advanced NLU to capture details
- Triggers an **SMS link with GPS** for precise location
- **Sends voice/text with ETA** for full support

These features enable clubs to offer **end-to-end self-service for ERS calls, providing quick, intuitive service without live agent assistance.**



## RESULTS

**The SmartAction virtual agent has deflected over 30 million calls for AAA clubs,** offering members conversational self-service with no initial hold times. During bad weather, the virtual agent scales for **24/7 roadside support,** managing call spikes seamlessly.

The virtual agent mirrors the live agent experience, understanding needs, capturing vehicle details, using GPS for location, dispatching the nearest service or tow, and providing an ETA via voice or text for end-to-end support.

With SmartAction, AAA achieved a **66% cost-per-call savings and a 4.5/5 CSAT score,** on par with their live agents.



“We’ve been amazed to find out that speaking to a SmartAction virtual agent is **as good as speaking to a live agent... at 1/3 of the cost.**”

**Patty Kleinfeldt**

Director of Q&E, AAA National