

# Winback

## Restore customer trust after challenging roadside events.

Winback turns challenging roadside experiences into brand-building opportunities. Dedicated case managers proactively engage dissatisfied customers, using empathy to reestablish brand trust and boost customer loyalty. Winback is available as an enhancement to new or existing **Agero Roadside** programs.



### Benefits



#### Convert Detractors to Promoters

Rebuild customer loyalty and improve NPS through proactive engagement and a commitment to making things right.



#### Resolve Complaints Before They Spread

Manage customer frustrations before they intensify with an integrated technology platform that flags and escalates events as they happen.



#### Earn Trust Through Empathy

Case managers trained in attentive listening and empathy serve as your brand ambassadors, showing your customers that you hear their concerns and are there to support them.

MOST CUSTOMERS CALLED WITHIN

1 HOUR

96%

OF WINBACK CASES ARE RESOLVED WITH AN APOLOGY OR EXPLANATION



presented by Business Intelligence Group



Awarded by CIOReview

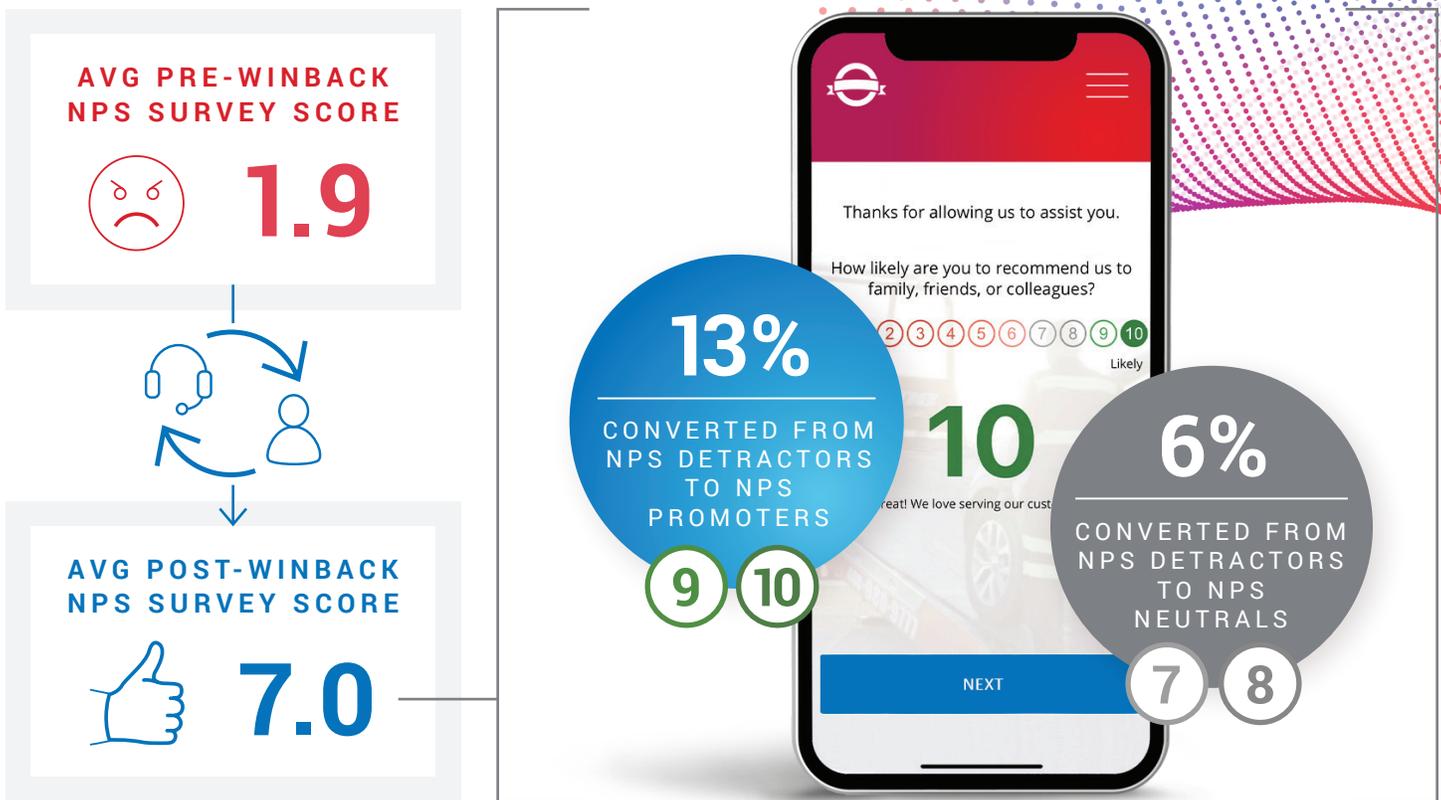


## How It Works

Winback continuously monitors completed roadside events to identify and engage unhappy customers.



## The Winback Impact



## About Agero

Agero's mission is to reimagine the vehicle ownership experience through a powerful combination of passionate people and data-driven technology. As the #1 B2B, white-label provider of digital driver assistance services, we're pushing the industry to redefine manual processes as digital, transparent and connected.

The company has over 150 million vehicle coverage points in partnership with leading automakers, insurance carriers and others. Managing one of the largest national networks of independent service providers, we respond to approximately 12 million service events annually. Agero, a member company of The Cross Country Group, is headquartered in Medford, Mass., with operations throughout North America. [To learn more, visit info.agero.com/winback.](https://info.agero.com/winback)