

Alternative Transportation with Lyft

Minimize disruption from your tow events

Arrange a convenient Lyft ride to quickly get your customers back on their way, minimizing the disruption of their vehicle breakdown. Alternative Transportation is available as an enhancement to new or existing Agero Roadside programs.



YOUR BENEFITS



Convenience. Quickly get customers back on their way – no need to call friends and family for a ride!



Reach more customers. Alternative Transportation is now available on all intake channels to **reach up to 44% more customers.**



Build brand loyalty. Add a caring touch to an unfortunate situation, resulting in an average **+4 NPS lift** when a ride is offered.



Configurable. We work with you to determine which services include the offer, the voucher value and expiration, and number of rides offered.



CUSTOMER EXPERIENCE



WINNING PRODUCT
AUTOMOTIVE

“Seamless at every step, from speaking with roadside assistance to getting the complimentary Lyft home. It was a very professional, stress-free experience.”

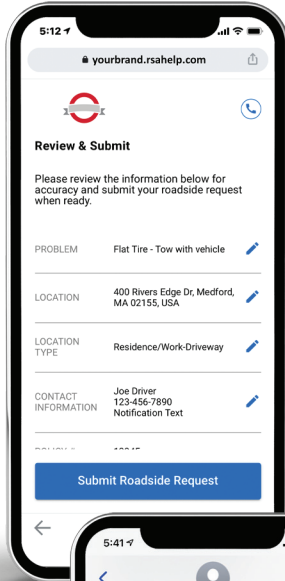
– Kimberly S.

“Thanks for setting up a Lyft ride so we could get to airport before roadside assistance arrived!”

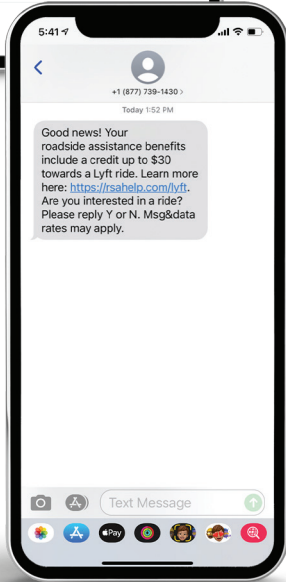
– Stephen F.



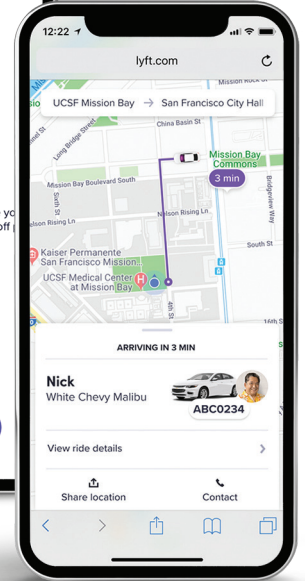
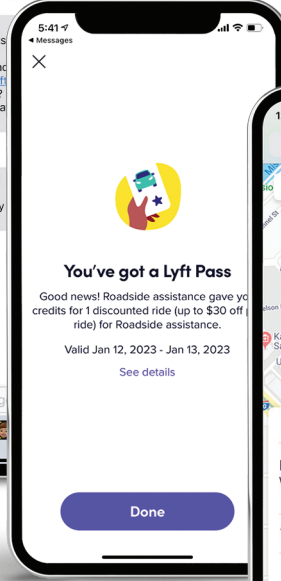
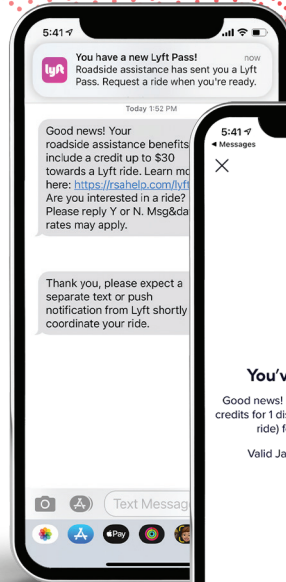
How it Works



1
Customer submits a request
Customer submits a tow request from any intake channel.



2
Quick & Seamless Ride Offers
Once the job has been accepted, the customer receives an SMS text message offering a Lyft ride.



3
Accepting the offer with the Lyft app
When the customer accepts the SMS offer, they receive an in-app push notification with ride details and status updates, along with a visual tracking link.

OR

Accepting the offer without the Lyft app
The customer accepts the offer and receives an SMS message with a link to **quickly and easily** create an account and access the offer.

Our Partnership

Alternative Transportation is provided in partnership with Lyft, the second-largest and fastest-growing ride sharing company in the US.

+ Lyft's network offers service within range of ~85% of all roadside events

+ Annual criminal and driving record checks for every driver

+ Driver and car details shared with riders to verify they are getting into the right car

+ Real-time family and friend location and route sharing with the push of a button

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 www.agero.com.**