

HONK & Toco Warranty

Delivering Convenient, Stress-Free, and Transparent Customer Experiences for Best-In-Class Roadside Assistance Coverage



"HONK's impressive dedication to the customer experience sets them apart from other roadside providers and their dedication to creating a lasting impression with the customer is exactly what we were looking for when searching for a partner."

Paul McGee,
VP of Employee & Customer
Success, Toco Warranty

Client Website:
www.tocowarranty.com

Industry:
Automotive & Repair Coverage

Overview

Toco Warranty provides trusted repair coverage that is easy, affordable, and provides a stress-free way for motorists across the country to obtain warranty coverage for vehicles. One of the many services Toco Warranty includes is towing and roadside assistance. With the goal of providing their customers with best-in-class services, Toco Warranty needed a simpler and more convenient way for their customers to request roadside assistance during vehicle breakdowns.

Their previous roadside assistance solution did not offer a seamless customer experience. It required customers to request service by phone with all of their Toco Warranty account information on hand. This added to customer frustration in an already stressful situation. Additionally, customers may have had to pay the provider out of pocket, for which they were later reimbursed.

The Solution

Toco Warranty chose HONK Technologies because they were impressed with HONK's dedication to the customer experience. Unlike other solutions, Toco was able to customize the setup of its roadside assistance program. Their customers can now choose how they want to request service: digitally from their app, on their website, or by simply calling to speak with a Virtual Voice Assistant or a Contact Center Specialist. This flexibility empowered Toco to have a voice in their customer roadside experience; one that was aligned with their company goals.

The Results



Increased customer satisfaction rates with their service offerings



Ability to offer a seamless customer experience when their customers need them most, during a roadside breakdown



About 55% faster arrival times to assist customers compared to previous roadside partner



"The Toco promise is easy, affordable, and stress-free. That is what you get when you buy a Toco plan."

Paul McGee,
VP of Employee & Customer
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Additionally, by utilizing their HONK dashboard, Toco now gains an inside view into real-time analytics for all service requests, offering a completely transparent view into how customers are rating their services and how HONK's Towing and Roadside Partner Network is performing. Toco customers now receive the same high level of service for roadside assistance they are accustomed to receiving from all other Toco Warranty services.

How It Works

In the event of a roadside emergency, Toco customers request assistance by calling a toll-free number or by accessing Toco's HONK-powered online web portal. Customers provide their location and what service they need and HONK's proprietary dispatching algorithm finds and dispatches the closest and best-suited provider to assist them.

From initiation to completion of a service request, the HONK system utilizes both system-triggered human touchpoints and AI-powered digital communications to ensure Toco customers are kept safe and informed every step of the way.

About Toco Warranty

Toco Warranty, a California-based company founded in 2013, offers simple and affordable vehicle coverage repair plans to motorists. Toco products are sold, serviced, and insured by Toco so that every customer interaction exceeds their expectations.