



“HONK was the only partner that offered us a complete, frictionless solution that was Driver-branded. Our users no longer need to click off to a third-party site for roadside service requests, which created some confusion and additional out of pocket expenses for customers.”

Rashid Galadanci,
CEO,
Driver Technologies

Client Website:
www.drivertechnologies.com

Industry:
Automotive

Overview

Driver Technologies provides AI-based automotive technology that transforms a driver's phone into a dash-cam designed to improve road safety and lower insurance costs. Driver is a hardware-free mobile app that allows motorists to video record their driving, provides live alerts for collision warnings and distracted driving tendencies, and can integrate with mobile voice assistants, entertainment controls, roadside assistance services, and insurance products – all of which provides Driver customers with essential tools to stay safer on the road.

While Driver has provided their customers with a roadside assistance option previously, Driver users had to click out of the app to a third party site for emergency services. This resulted in the user incurring out-of-pocket expenses which created confusion and frustration. It was important for Driver to find a solution that could be seamlessly integrated into the Driver app, one that enabled users to request roadside assistance service with one-click.

The Solution

Driver Technologies turned to HONK for its flexible business model, collaborative approach to solving challenges, innovative use of new technologies, and best-in-class customer support. HONK was the only partner that offered Driver a complete, frictionless, and co-branded solution.

The Results



Co-branded solution that allows customers to request service within the Driver app



Quick and seamless API integration enabling Driver to scale quickly



55% faster ETAs that result in 30 minute arrival times across most major US cities



"Our Dashcam App includes 'Driver Roadside' from a single click of a button so users can quickly and easily order roadside assistance in the event of a vehicle emergency, breakdown or accident."

Rashid Galadanci,
CEO,
Driver Technologies

Unlike other solutions that can take months to fully integrate, the HONK platform's clear API documentation made Driver's development and implementation process quick, easy, and straightforward. Keeping users engaged in the app is crucial. With HONK's co-branded solution, Driver users are able to request roadside assistance service directly from their app without having to click off to a third-party site.

For a company that emphasizes safety for motorists, HONK's network of background-checked and insurance-verified Service Providers gives Driver peace of mind in knowing that their customers are safe and professionally taken care of during a roadside emergency.

How It Works

HONK's co-branded solution allows Driver users that require roadside assistance to simply click on the 'Driver Roadside' button in the app. After indicating their location, what type of service they need and necessary information, HONK's proprietary dispatch algorithm finds and dispatches the closest and best available provider to the user's location.

Service Providers are given all information upfront and can quickly locate customers using optimized mapping through the HONK Partner App. Driver users are kept up to date with real-time notifications and a live tracking map of the truck as it approaches their location, ensuring an exceptional customer experience in a time of stress.

About Driver Technologies

Founded in 2018, Driver Technologies developed a hardware-free mobile app that allows users to video record their trip while simultaneously receiving innovative computer-vision and telematics-based audio alerts when they are at risk of hitting a car, motorcycle, pedestrian, or cyclist. It will also alert them if they are falling asleep or becoming distracted behind the wheel. With over 50 million vehicular accidents every year, Driver aims to introduce technology to reduce the risk of accidents occurring in the first place.