AAA Arizona needed to scale self-service without losing the human touch.
Roadside help is just a phone call away.

They're the ones you call when you're stranded.

The American Automobile Association, popularly known as AAA, has been serving Arizona since 1927.

AAA Arizona offers roadside assistance, car battery replacement, and other helpful and cost-saving services to members.

But they had a challenge.
Saving humans for what matters.

With almost a million members in Arizona and growing, AAA needed a way to quickly and easily scale customer support.

Roadside emergencies require a human touch. But more routine requests can be handled better through automated self-service, including:

- Renewing annual membership
- Requesting card replacement
- Paying with a credit card over the phone
Giving customers a voice

Automated CX solutions use a technology called Interactive Voice Response.

IVR allows customers to navigate a menu of pre-recorded help topics. Traditionally the customer makes selections using touch tone inputs, such as “Press 1 for more options.”

LumenVox offers superior accuracy with its Speech Recognition for IVRs. Using ASR (Automated Speech Recognition) with your IVR means customers can simply ask for what they need rather than press buttons on their phone.

Not only is it more efficient for the customer, but it also allows them to be hands free if they’re driving.

Speech-enabled IVRs have been a game changer for CX. It allows companies to listen better, and route customers to the solution they’re seeking while freeing agents to help with the real emergencies.
The IVR + ASR Dream Team

AAA Arizona composed its IVR stack from best-in-class providers:

- **Avaya Aura Experience Portal**: Connects voice and multimedia applications and services.
- **InfinityCTI**: Develops and hosts the IVR application.
- **LumenVox**: Provides the speech-to-text ASR technology that allows machines to understand spoken words.

**Composable CX**: A platform that combines pieces from multiple providers to offer a better, more agile solution.
“It was an easy decision to select LumenVox.”

- Faster customer service
- Increased customer satisfaction
- Lower cost-per-minute
- Better ability to scale CX

"The realistic and natural sounding speech impressed us, as did the highly scalable and reliable architecture."

Frank Gunthrie
CEO, InfinityCTI
How to build your speech-enabled IVR dream team

LumenVox is the leading provider of automated speech recognition technologies. The LumenVox ASR engine relies on Deep Neural Networks to understand what customers are communicating, no matter how they speak. LumenVox's suite of services includes speech recognition, answering machine detection, automated transcription, and identity verification.

Why LumenVox?
- Better ROI
- Lower TCO
- More Flexible

Looking to build next generation voice experiences?

Request a demo today to see how we can save your customers time and money.

Contact

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