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BEST PRACTICES

AWARDS

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BEST
2020 PRACTICES
AWARD



Safe. Smart. Driven.

**2020 GLOBAL
DIGITALIZED ROADSIDE DRIVER ASSISTANCE
CUSTOMER VALUE LEADERSHIP AWARD**

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Background and Company Performance

Industry Challenges

Gaining familiarity with on-demand rideshare services, food delivery services with real-time tracking, and same-day delivery for seemingly any item provided by a single platform, consumers now have vastly raised expectations for how service providers engage with users and deliver all types of services. New entrants focusing on mobile application (app)-first strategies have disrupted many mobility and support services. These disruptors tend to break through traditional approaches to opaque service areas and ones that might require multiple calls to identify the most accurate local provider. Digital transformation across verticals has wrought massive changes to business models because of changing technology and consumer expectations.

The Roadside Experience Lacks the Efficiency and Transparency Customers Expect

Roadside service has persisted in the same format for decades, where during an unfortunate roadside situation drivers may find themselves struggling to identify a local tow or repair service and pinpoint their current vehicle location. Traditional tow companies operate as small as single operators, with a loose confederation structure, or via relations with motor clubs, automotive manufacturers, or insurers. The customer experience has remained basically unchanged over the same time: to call a number (perhaps transfer through numerous operators or dispatchers), attempt to pinpoint their current location, and wait for an indeterminate amount of time for a tow truck. Ignoring the customer's experience, failing to adopt new technologies, and continuing to function in a less than fully transparent marketplace (for both consumers and business-to-business partners) puts any business model at risk even if participants feel entrenched. Tow operators and roadside assistance services persist in using outdated and legacy processes that are not consumer-friendly.

Customer Engagement is a Critical Differentiator for Automobile Manufacturers, Auto Insurers, and Motor Clubs

Original automobile (auto) manufacturers, motor clubs, and auto insurance companies are challenged with engaging younger generations accustomed to digital-first strategies and have no long-term brand loyalty. As a differentiator, these automakers, insurers, and motor clubs are competing on price and portfolio of services, but also the overall customer experience. Roadside assistance, in that moment of crisis and stress, has been ripe for disruption. Contemporary consumers demonstrate their willingness, time and again, to flock to disruptors or innovators that offer cheaper rates or a better customer experience (or ideally both), i.e., in ride-share, rental services, and multimodal transportation options.

Big Data Fuels Customer Engagement

Boosting the end-consumer experience would require not only digitalization but also better customer service techniques, as well as proper alignment of stakeholders. A platform able

to incentivize a high-touch service for all users and leverage big data has a competitive advantage. Optimizing service algorithms to achieve the best customer service depends on capturing and leveraging massive amounts of data. Data increasingly is a competitive advantage and monetization opportunity for savvy organizations. Overall, the customer experience will be a critical differentiator for service providers. Consequently, the end-to-end experience (for consumers, towers, insurers, fleet managers, auto clubs, and auto dealers) necessitates a unifying force that informs participants to improve service.

Customer Impact and Business Impact

Recognized by Frost & Sullivan's Visionary Innovation Group in 2019 as a product leader modernizing driver safety solutions, Agero continues to impress Frost & Sullivan. Propelling digital transformation in the space, Agero is redefining and connecting data and services to improve results across the business-to-business-to-consumer value chain. With advanced dispatch and management technology integrated from the Swoop platform, the Agero solution leverages technology and engagement to strengthen client-customer relationships.

Minimizing the Stress of Roadside Events

Agero is transforming the roadside event, to alleviate a stressful event (at times even an emergency event) by delivering roadside assistance or connected car services to the customer that actually boosts that individual's confidence and satisfaction with their auto or auto insurance brand, or motor club. With the software-as-a-service product built on Swoop technology, Agero enables motor clubs, insurers, and automotive manufacturers, to deliver a fully digital experience and serve as the champion for customers in need of assistance. Agero is focused on removing the stress of the event and driving up the customer-happiness, as measured by net promoter score (NPS). Combining the dispatch technology (measuring the variables to select the optimal service provider) with an Omni channel approach, including both human agents (who serve as a personal touch point) and streamlined app and web-based options, Agero resolves each situation in a way that best meets the customer's needs.

More than simply selecting the nearest tow operator, Agero's combination of human agents and technology deciphers what a customer requires, whether it means coordinating the timing and schedule of the tow operator's arrival, where the customer needs to go that day, or where the tower drops off the vehicle, among innumerable potential factors. Indeed, in the midst of the COVID-19 affected landscape the vital blend of technology and human understanding results in Agero effectively supporting essential workers. For example, a critical care worker finds a non-start car or experiences a flat tire, but they need to arrive to work at a healthcare facility fast; Agero arranges a ride for that person to get to work, for the tow truck to pick up the vehicle, and for the tower to drop off the vehicle at the dealer repair shop. In this case the customer can continue on to the important work without worrying and, with confidence that the vehicle's issue will find resolution, Agero facilitates all of the complex integrations to manage these types of multi-stakeholder processes. Rather than simply solving the equation for time, Agero service works to simplify the customer's life; best-in-class NPS scores testify to the

efficacy of the process.

Scalable Swoop Platform Leverages Data to Optimize Processes

With its Swoop Dispatch Management platform, delivered in a software-as-a-service (SaaS), Agero offers a fast and efficient solution that enables drivers to request assistance with a single click and service providers to streamline the entire process with digital management from end to end. In a single platform, Agero brings together the capabilities for stakeholders to operate and oversee roadside programs. The unified platform is flexible and variably configurable to support multiple business types and multi-tenant client management. Swoop Dispatch Management integrates with stakeholders' existing contact center functions or service provider network operations. The tow management software, featured free for Agero tow providers, presents an intuitive interface for job management. In desktop and mobile app, the Swoop platform automates workflows to fit the needs of both large and small tow operators, including assigning jobs to drivers and streamlined invoicing.

Agero focuses on constantly enhancing the digital service delivery, with a large data science team working on advanced algorithms that analyze and sift through massive amounts of data to best match tow service providers to fit end-customer needs along with the businesses logic and preferences of the client insurer or fleet operator. Indeed, that data gathered from operating at scale, from millions of dispatches per year, provides

Agero a competitive advantage to drive performance. Agero leverages the mountains of big data generated in each dispatch, enabling the matching algorithms to optimally match a situation to a provider to most efficiently deliver that service (accounting for client and end-consumer needs) with confidence that it will garner the highest quality customer experience. Operating at such a scale, Agero also leverages efficiency benefits to secure the best service to benefit stakeholders. Agero's platform rewards efficient, high-quality service upstream and downstream.

Swoop Technology for Complete Management

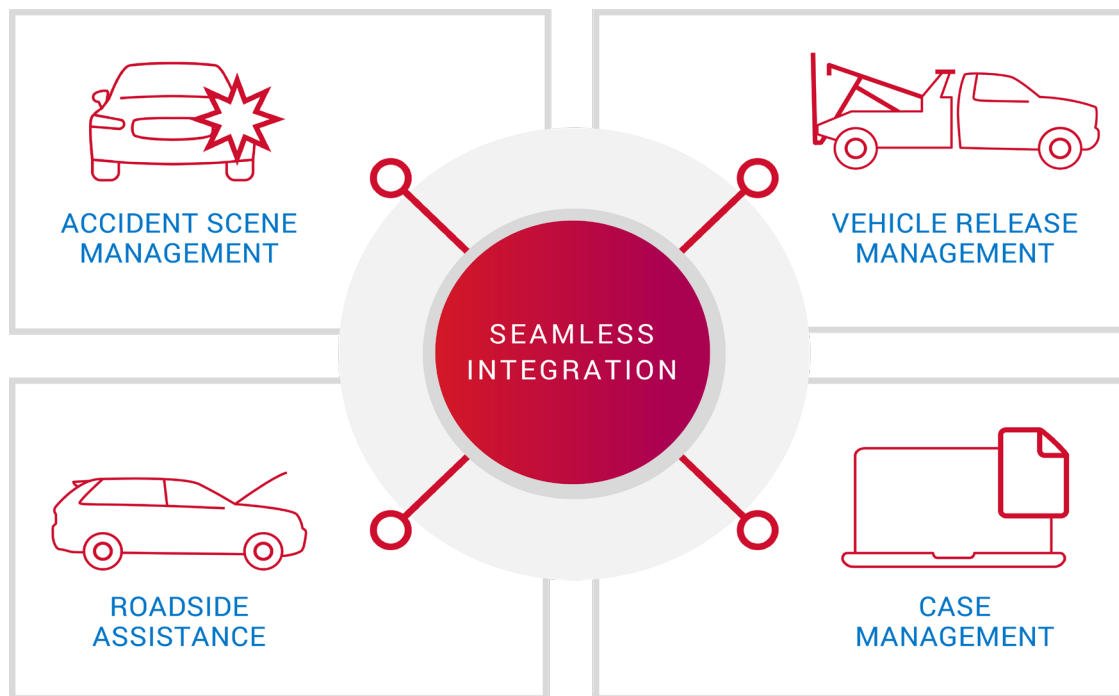


Source: Agero

Common Source of Information Aligns Stakeholders and Conveys Transparency

Agero organizes the entire roadside assistance situation, aligning stakeholders and providing transparency all within the same system. Agero's platform serves as a single source of information for roadside customers, call center agents, insurers, fleet or auto manufacturer clients, potentially a dealership receiving the vehicle, and the tow operator in an office or a driver out on the road. Agero built the platform to easily deploy in the environments of each type of stakeholder, whether as a full-stack, stand-alone, or integrated offering with existing software. Rather than a telephone chain or other legacy analog processes, the Agero solution brings these numerous constituents together in one single platform that tracks progress in real-time. With job progress dashboards and intuitive design to map the events and hotspots, Agero propels better customer service.

Seamless Integration across Processes



Source: Agero

Moreover, this common source of information also serves a critical transparency function, simultaneously updating across all stakeholders' interfaces in the system. With each participant looking at the same data, updating in real time, they can jump into solving different aspects or addressing new issues as they arise in a multifaceted roadside event. Agero focuses on keeping each stakeholder engaged and managing the edge cases, where the problematic variables and complexities lay, as the key to achieving high client and customer satisfaction. The solution also includes reporting and analytics functions, to surface insights and performance indicators from each case event and the big picture (with customer feedback captured and NPS score automatically generated).

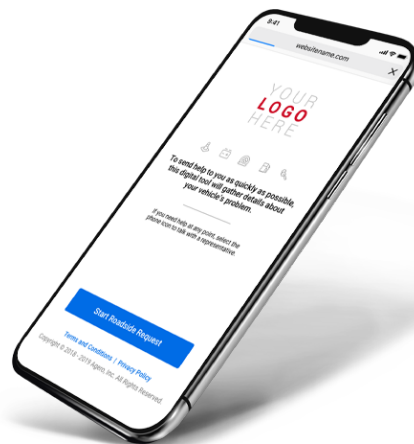
A Platform Poised for Global Expansion

Agero has been a United States-centric organization; however, after having proven the capacity of the solution, the company is expanding its technology to a new international network. Leveraging its intelligent platform to help resolve issues and improve the roadside experience, Agero is running a pilot program with a leading European motor club to use the Swoop platform alongside the club's existing contact centers and network of towing providers. Realizing the potential to increase efficiency, the motor club is using the technology and experience that Agero developed to improve customer experience and leverage the transparency built into the platform. Agero is in talks to expand to motor clubs throughout Europe, Australia, Canada, and the Caribbean. The Agero solution facilitates the modernization and digital transformation of legacy technologies that simply do not meet the needs and expectations of contemporary customers. Agero's cloud-based SaaS offering allows easy integration with a cost-effective subscription service to begin benefiting from the technology to boost customer satisfaction.

Delivering an All-in-One Solution to Meet Tomorrow's Needs

Agero is positioning to serve as the key enabler of all mobility assistance, across mobility modes and channels. The company is aggregating previously disparate services and silos, to digitize the process upstream and downstream. Across the several stakeholders in an Agero-handled roadside event, the platform's Omni channel intake options (i.e., connected vehicle, text, email, mobile web, app, application program interface plugged into a partner

Branded Experience to Boost NPS Score



Source: Agero

app) are capable of accommodating client-specific needs or coverage, and a consistent brand experience. Indeed, Agero's technology-driven solution lends itself to expanding and enabling greater ease across mobility options. The company reports working with peer-to-peer car sharing and ride-share companies, to integrate services together to create a completely seamless experience for end-customers. As consumers increasingly transition away from traditional car ownership models, Agero can support and connect numerous multimodal ecosystem participants while constantly improving integration across channels and service areas.

Conclusion

Agero meets and exceeds contemporary consumer expectations with smooth digital interactions and a human touch that alleviate the stress of roadside events, delivering exceptional value and resolving issues to get drivers back on the road. The company combines data-driven technology and engaging customer service to deliver a comprehensive solution that improves the customer's relationship with client insurers, automobile clubs, and fleet managers. Leveraging a scale of more than 12 million events per year, the Agero platform modernizes the complete experience for each stakeholder in the ecosystem (from consumers to tow operators to clients) with transparency and real-time updates built in. Moreover, the company's continued success poises it for international growth and expansion to serve as a single platform aggregating across channels and multimodal services.

For its strong overall performance, robust and unifying technology, and processes focusing on customer happiness, Agero is recognized with Frost & Sullivan's 2020 Global Customer Value Leadership Award in the digitalized roadside driver assistance space.

Significance of Customer Value Leadership

Ultimately, growth in any organization depends on customers purchasing from a company and then making the decision to return time and again. Satisfying customers is the cornerstone of any successful growth strategy. To achieve this, an organization must be best in class in 3 key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding Customer Value Leadership

Customer Value Leadership is defined and measured by 2 macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel valued and confident in their products' quality and performance. This dual satisfaction translates into repeat purchases and a lifetime of customer value.

Key Benchmarking Criteria

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated Customer Impact and Business Impact according to the criteria identified below.

Customer Impact

Criterion 1: Price/Performance Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 2: Customer Purchase Experience

Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints.

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service.

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality.

Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

Business Impact

Criterion 1: Financial Performance

Requirement: Overall financial performance is strong in terms of revenues, revenue growth, operating margin, and other key financial metrics.

Criterion 2: Customer Acquisition

Requirement: Customer-facing processes support the efficient and consistent acquisition of new customers, even as it enhances retention of current customers.

Criterion 3: Operational Efficiency

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high quality standard.

Criterion 4: Growth Potential

Requirements: Customer focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

Requirement: Company culture is characterized by a strong commitment to quality and customers, which in turn enhances employee morale and retention.

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> Conduct in-depth industry research Identify emerging sectors Scan multiple geographies 	Pipeline of candidates who potentially meet all best-practice criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> Interview thought leaders and industry practitioners Assess candidates' fit with best-practice criteria Rank all candidates 	Matrix positioning of all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> Confirm best-practice criteria Examine eligibility of all candidates Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> Brainstorm ranking options Invite multiple perspectives on candidates' performance Update candidate profiles 	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> Share findings Strengthen cases for candidate eligibility Prioritize candidates 	Refined list of prioritized Award candidates
6 Conduct global industry review	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> Hold global team meeting to review all candidates Pressure-test fit with criteria Confirm inclusion of all eligible candidates 	Final list of eligible Award candidates, representing success stories worldwide
7 Perform quality check	Develop official Award consideration materials	<ul style="list-style-type: none"> Perform final performance benchmarking activities Write nominations Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> Review analysis with panel Build consensus Select recipient 	Decision on which company performs best against all best-practice criteria
9 Communicate recognition	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> Announce Award to the CEO Inspire the organization for continued success Celebrate the recipient's performance 	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 Take strategic action	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> Coordinate media outreach Design a marketing plan Assess Award's role in future strategic planning 	Widespread awareness of recipient's Award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.