

Secure Transportation automates the customer experience with IntellePeer, cutting hold times by 50%

Summary

Secure Transportation offers a reliable fleet of non-emergency medical vehicles and executive service vehicles. Since founded in 1980, Secure Transportation has been dedicated to ensuring an exceptional transportation experience for all members.

Challenge

Secure Transportation was looking for new and better ways to manage member communications and the ride dispatch process. The company began using SMS as a communications channel but ran into restrictions on the number of messages they could send, and limited functionality with their previous provider, Amazon Web Services. Secure Transportation members would contact the call center, which was about a 10-to-12-minute process, and on occasion, riders would have to wait upwards of 45 minutes for a ride, which often left them frustrated.

"I think that [IntellePeer] CPaaS is going to be a big part of our business moving forward, enabling us to move into the future and offer the best product to our members."

— Sean Kelley, Director of Technology

Case study

Caller hold times went up and rider wait times increased, and with the inability to effectively message members, Secure Transportation knew they needed a change to better serve their customers. The company was looking to take advantage of a solution that allowed them to manage incoming calls and messages more effectively, cut down on rider wait times, and keep their members informed to ensure a first-class customer experience.

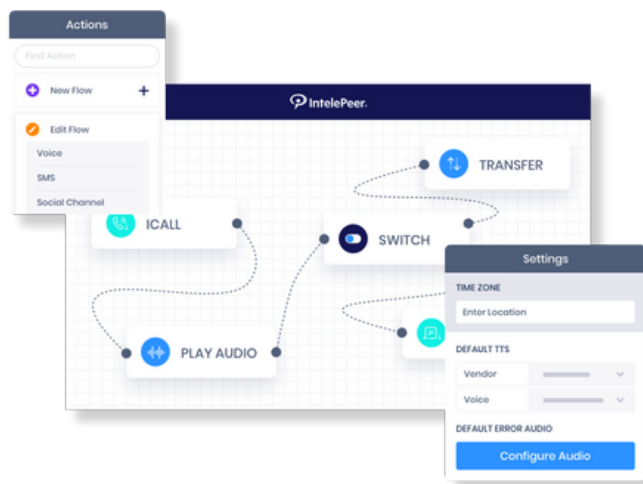
Solution

Already being an IntelPeer Voice customer, Secure Transportation was familiar with the award-winning customer service, reliability, and flexibility available through IntelPeer. This allowed them to easily leverage the omnichannel automation capabilities of IntelPeer's Communications Automation Platform (CAP) and quickly build and deploy an omnichannel communication flow with SmartFlows™, a powerful visual designer.

Before the automated solution with IntelPeer's CAP, Secure Transportation members would have to call and wait on hold to schedule a ride, and now they have the additional option to organize, reschedule, or cancel their trip via SMS. This is also working wonderfully for their will-call members; rather than having them call in and wait 20 minutes for an agent, they can now just text "I'm ready" and a car will arrive within 15 minutes. Member engagement is vital for Secure Transportation. "That's the biggest part of using the product," mentioned Sean Kelley Director of Technology. "Members won't have to wait for 45 minutes; now they can only wait for 10 [minutes] and get picked up. We just want to be more efficient for our members; it's really important to us."

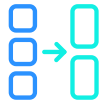
The use of the IntelPeer CAP has also expanded into the Human Resources department. Secure Transportation is now sending automated notifications to keep employees and drivers informed of important company updates and any recent changes in protocol.

Secure Transportation is also able to track all of these interactions and measure voice and message data in Insights, which delivers on-demand, actionable intelligence. With visibility into communications performance, the team is able to make more informed decisions and update the automated workflows to ensure the most optimal experiences for customers and employees.



Case study

Results



Modernized member communication

Streamlined their communication process through voice and SMS automation. Members can more easily organize, reschedule, or cancel a ride.



Increased growth opportunities

IntelePeer also helped facilitate member growth by providing an easy-to-use, customizable communications-enabled workflow. Added scalability that was not available with the previous provider now has the support to send an average of 2,500 messages daily.



Improved customer satisfaction

Boosted member satisfaction by reducing hold times for ride request calls by 50%. Cut average rider wait time from 45 minutes to 10 minutes.



Improved internal communication

Ability to get timely communication out to drivers. Proactively update drivers with new protocol based on ongoing pandemic.

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It's a really easy-to-use product that we can find any which way to use; it's kind of like a Swiss Army knife. There hasn't been anything that I wanted to do that I couldn't do with the IntelePeer product.

— Sean Kelley, Director of Technology

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