



TOP EMERGENCY SERVICES ORGANIZATION, AAA, SELECTS QWASI TECHNOLOGY FOR MOBILE COMMUNICATIONS ACTIVATION

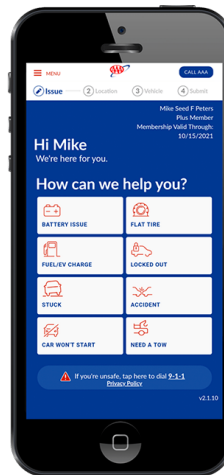
IN ITS SEARCH FOR A BETTER WAY TO COMMUNICATE EMERGENCY UPDATES, NATIONAL MEMBER ASSOCIATION AND SERVICE ORGANIZATION, AAA, THE BRAND TURNED TO QWASI FOR MOBILE SOLUTIONS.



CHALLENGE

Building a fast and easy internal communications system for AAA employees and customers to encourage connectivity.

AAA serves more than 57 million members and instant assistance and services are needed for each member at random and unplanned times. AAA is seeking a new way to effectively communicate emergency alerts and utilize mobile to keep all parties involved in the situation up-to-date.



“Helping our Members to prepare, feel safe and confident about their travel journey is woven into the fabric of what we do at AAA. We know great pent-up demand exists for travel, including the need for guidance and expertise. Our team is already working hard to ensure extraordinary experiences for travelers.

TOM WIEDEMANN
CEO OF AAA CLUB ALLIANCE



SOLUTION

Leveraging mobile to keep AAA employees and customers connected and to provide personalized emergency alerts and updates to encourage safety and support in any experience.

QWASI provided an emergency alerting system where, not just customers, but employees, receive up-to-date communication on changing circumstances. These real-time emergency alerts keep the company and its members connected during times of need and allow the customers to report their specific issues with just a tap of a button, thus allowing for more rapid and accurate assistance.





30%

of AAA's primary members are millennials, who represent a tech savvy generation that appreciates mobile text alerts and updates.

AAA NEWSROOM

25%

of households in the U.S. have AAA memberships and more than 28 percent of North American passenger vehicles belong to AAA members.

PR NEWSWIRE

86%

of participants respond to mobile updates with feedback when they are offered simplified emoji or button click through to confirm.

QWASI

RESULTS



- +3.5x more productivity*
- +20% increase in employee satisfaction*
- +Average 40% cost savings*

QWASI's activation of AAA's mobile platform allowed customers to build trust and relationships with the brand, as they were offered unique digital alerts and direct two-way communication with employees. These mobile tools allowed customers to feel personally valued and supported by AAA and this increased communication during times of assistance led to an increase in productivity for employees, as they were more informed about the situations at hand.



ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID-safe, touch-free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

