

HONK

Every roadside call is a
brand-defining experience



www.honkforhelp.com



CASE STUDY

HONK & Farmers Insurance

Leveraging Technology for Elevated Roadside Assistance Customer Experience



“HONK has helped Farmers achieve on our brand promise resulting in double-digit increases in NPS and positive impacts to customer retention.”

BOBBY MASSEY

Property Claims
Strategy Team Manager,
Farmers Insurance

Client Website:

www.farmers.com

Industry:

Home, Auto, and Small
Business Insurance

OVERVIEW

Roadside assistance is one of the highest-volume claim types for Farmers and many carriers—a key touchpoint that shapes customer perception and policyholder retention.

Farmers recognized that its legacy roadside solution was not delivering service in line with its customer-first standards. Rising complaint volumes, extended wait times, and limited real-time visibility were impacting program performance. To address these challenges, the claims leadership team began evaluating modern, data-driven solutions with real-time tracking, advanced dispatch capabilities, and omnichannel engagement to enhance the customer experience.

THE SOLUTION

Farmers partnered with HONK Technologies to modernize its roadside program with a digital-first, platform-based solution.

HONK delivers industry-leading response times, with most services completed in under 30 minutes—55% faster than traditional providers. The solution includes a fully managed U.S.-based contact center and a 24/7 network of over 75,000 vetted service vehicles across the U.S., Canada, Puerto Rico, and the Virgin Islands.

THE RESULTS



Highest customer satisfaction with double-digit increases in NPS ratings



Elevated brand loyalty—survey response rates increased from 2% to 20+%



Experienced positive impacts in retention and customer lifetime values



Ability to mitigate customer events in real time from instant access to program data

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"Our new roadside assistance tool puts knowledge right in the palm of a customer's hands. By leveraging technology, we are able to deliver an even better experience when our customers need us most."

KEITH DALY

Chief Claims Officer,
Farmers Insurance

HONK's innovative on-demand roadside assistance platform with complete data transparency has transformed the Farmers roadside customer experience. HONK has delivered brand-defining moments on behalf of Farmers for their hundreds of thousands of customer touch-points, resulting in improved customer satisfaction rates and double-digit increases in NPS. As a result, Farmers has differentiated their business, driven lifelong customer loyalty, and boosted retention. The introduction of their new smarter roadside assistance solution powered by HONK confirms Farmers' continued industry-leading commitment to enhancing their customers' service experience through technological innovation.

The Farmers claims team now has full program control into their roadside assistance program. They utilize their client dashboard to view the status of every incident in real time, including service initiation/dispatch times, ETAs, ATAs, customer interactions, and survey responses for customer events engagement and mitigations.

The Farmers and HONK partnership focuses on shared outcomes with the goal of providing high-quality and secure customer experiences during every interaction. With shared agent training, on-going performance calibrations, and interactive coaching, both teams are well equipped to deliver best-in-class support to Farmers' customers. All with the peace of mind of the rigorous vetting process for all Service Providers in the HONK network to ensure the absolute safety and security of customers during a roadside event.

HOW IT WORKS

Farmers customers have multiple easy-to-use options to request roadside assistance: directly from the Farmers App, the Farmers website, or by calling Farmers' toll-free phone number. While on the side of the road, customers are also kept in the know with real-time notifications, updates, and a convenient live progress map on their smartphones.

ABOUT FARMERS INSURANCE GROUP

Farmers Insurance Group provides insurance and financial services to more than 10 million households and small businesses. Since 1928, they've spent almost 90 years putting customers first. Personalized attention is a hallmark of the Farmers experience and brand promise.