

HONK

Every roadside call is a
brand-defining experience



Wawanesa
Insurance

www.honkforhelp.com



CASE STUDY

HONK & Wawanesa Insurance

#1 Auto Insurer in California Aims to Make Roadside Assistance a Key Brand Builder for Customer Loyalty



“HONK’s digital platform allows us to provide a roadside assistance program with the exceptional customer experience we want to be known for.”

WAYNE SHARRAH
SVP, Chief Claims and Operations Officer,
Wawanesa Insurance

Client Website:
www.wawanesa.com/us

Industry:
Home, Auto, and Renters Insurance

OVERVIEW

For Wawanesa Insurance, roadside assistance represents one of the most frequent claim types—and a critical opportunity to deliver on their customer-first promise.

A vehicle breakdown is a key “moment of truth,” and for a company that values customer satisfaction, exceeding expectations during these events is essential. Falling short can lead to poor satisfaction scores and impact brand perception. Wawanesa sought a roadside partner that prioritized the customer experience, offered a modern, digital-first solution, and integrated seamlessly with existing systems.

THE SOLUTION

Wawanesa selected HONK for its high-performing roadside platform, unparalleled data transparency, and industry-leading Net Promoter Score (NPS) of 83+.

HONK delivers response times up to 55% faster than traditional providers, backed by a fully managed U.S.-based contact center and a 24/7 network of over 75,000 background-checked, insurance-compliant service professionals. This ensures Wawanesa customers receive fast, reliable, and secure support at every critical touchpoint.

THE RESULTS



Higher Net Promoter Score (NPS) for towing & roadside services, in the high 80’s



100% program control and complete data transparency through HONK’s client dashboard



Positive impacts in retention and customer lifetime values (CLV)



Enabled accelerated innovation and improved company-wide efficiencies



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“With HONK, our customers can request fast, safe and dependable roadside assistance 24 hours a day, 365 days a year, and we’ll have complete visibility into each service call and full control of the program.”

WAYNE SHARRAH

SVP, Chief Claims and Operations Officer,
Wawanesa Insurance

Utilizing HONK’s customized client dashboard, Wawanesa gains an inside view into real-time performance analytics for all service requests. This includes detailed service information, customer ratings, comments and sentiment, volume data, and performance analytics. These statistics enable Wawanesa to identify trends on the micro and macro levels enabling further enhancements to the customer experience over time.

HOW IT WORKS

Wawanesa customers can request roadside assistance by calling a toll-free number where they will be connected to a representative, or by accessing Wawanesa’s HONK-powered online web portal. After providing their location, what type of service they need and necessary vehicle information, HONK’s proprietary dispatch algorithm finds and dispatches the closest available qualified service provider.

In most cases, assistance arrives in under 45 minutes. Towing service providers are given all necessary information upfront and can quickly locate customers using optimized mapping. Wawanesa customers stay in the know with real-time notifications and updates throughout the entirety of the service.

ABOUT WAWANESA INSURANCE

Wawanesa Insurance markets personal lines of automobile and homeowners insurance in Canada and parts of the U.S. For over 100 years, Wawanesa has refined and improved the insurance experience for millions of people. Their dedication to customer service has recently ranked Wawanesa #1 in Customer Satisfaction in J.D. Power’s rankings among all auto insurers in California.