



HONK

Every roadside call is a
brand-defining experience



BRANCH

www.honkforhelp.com



CASE STUDY

HONK & Branch Insurance

Seamless Digital Experiences for Their Most Frequent Claim, Roadside Assistance



BRANCH

“HONK doesn’t use archaic processes that rely on high customer effort to complete simple tasks like requesting roadside assistance.”

CHARLIE WENDLAND

Head of Claims,
Branch Insurance

Client Website:

www.ourbranch.com

Industry:

Home & Auto Insurance

OVERVIEW

Branch Insurance is a fast-growing insurtech focused on delivering a seamless, low-friction insurance experience—and extending that ease to every customer interaction. Recognizing roadside assistance as their most frequent touchpoint, the team sought a modern partner to deliver a digital-first, intuitive experience.

Legacy providers proved difficult to integrate and relied on outdated, high-effort processes. Branch needed a partner aligned with their customer-first focus—one that could deliver fast, reliable roadside support with minimal friction.

THE SOLUTION

Branch partnered with HONK Technologies to deliver a seamless, high-performing roadside experience through a fully digital, plug-and-play platform.

HONK offers easy integration, industry-leading response times—55% faster than traditional providers—a U.S.-based contact center, and a vetted network of background-checked, insurance-compliant professionals. The result: fast, reliable support and peace of mind for Branch members.

THE RESULTS



Ability to offer members an easy-to-use, customer-centric roadside assistance program



Positive impacts in retention and customer lifetime values



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



Expansion into new states without introducing extra overhead

www.honkforhelp.com/industry-solutions



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“HONK provides quick, simple digital solutions for our members. Our partnership with HONK ensures that our members get the help they need when they need it, without having to complete a laborious and cumbersome process.”

CHARLIE WENDLAND

Head of Claims,
Branch Insurance

HONK delivers brand-defining moments during high-stress customer touchpoints on behalf of Branch, ensuring that their members get the help they need when they need it—without a laborious and cumbersome process. The quick and simple digital solution allows members to easily request service right from the Branch app with the touch of a button or a phone call. Real-time notifications provide up-to-the-minute service call status and arrival times keeping members informed at all times.

With HONK, Branch has expanded into new states while maintaining extremely high levels of customer satisfaction for roadside assistance claims. With the introduction of the HONK roadside assistance solution, Branch confirms their customer-first approach and provides exceptional experiences at every stage of the customer lifecycle.

HONK also provides Branch with a powerful reporting tool that offers full data transparency into real-time performance analytics, service requests, member ratings, and comments for every job. Increased transparency enables Branch to ensure member satisfaction, reduce roadside event complaints, and realize exceptional Net Promoter Scores for their roadside program.

HOW IT WORKS

Branch customers request roadside assistance by pressing a button from their Branch app or by calling a toll-free Branch roadside assistance number. HONK enables Branch to provide their customers with a seamless process that doesn't require users to navigate third-party websites or spend countless time on the phone. Customers simply indicate where they are located, what service they need, and provide their vehicle's information. Automated status update notifications keep customers informed at all times.

ABOUT BRANCH INSURANCE

Branch Insurance utilizes innovative technology to make bundling home and auto insurance online quicker and easier than ever before. Utilizing a customer-first approach, Branch is on a mission to make insurance more accessible and affordable for everyone.