



Auto Clubs & Roadside

The Auto-Club Phone Line

What roughly 135,000 analyzed voice calls, across six auto-club and roadside programs, reveal about demand, resolution, and where conversational AI creates value.

Anonymized industry insight

Six programs (early / trial deployments)

Trailing 12 months

July 2026

In Brief

- 1 Auto-club voice is **two calls: urgent roadside dispatch** (tow, battery, tire, lockout, fuel) and routine **membership servicing** (renewals, billing, account). Both are structured and highly automatable.
- 2 It is the **best-resolving vertical** we measure, roughly **53%** of calls fully resolve, with relatively high sentiment (~6.5 of 10). AI is already handling much of this demand well.
- 3 The headroom is **speed and self-service**: capture location, triage, and dispatch roadside within the stress window, 24/7, and let members self-serve renewals and billing.

What these numbers measure

A diagnosis of the channel as it runs today, not Replicant's automation results

The figures in the sections below describe the **current phone channel** at these auto-club programs (existing agents and IVR), measured by Replicant's Conversation Intelligence. Dispositions are **whole-channel**, not AI-only containment. This sizes the opportunity; **Replicant's own deployment results are in Section 5**, where containment (calls handled without a live agent) is reported separately.

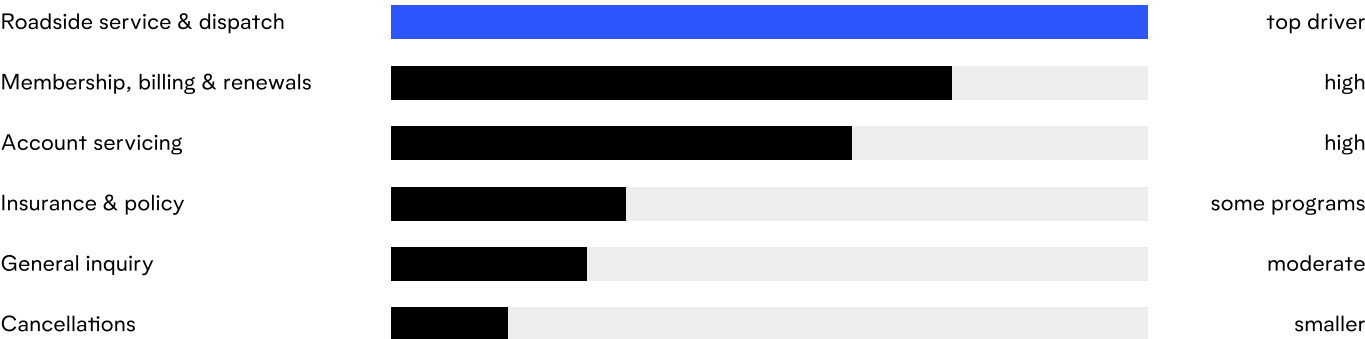
Section 1

Two jobs: rescue the member, service the membership

Grouping reasons into themes, auto-club demand splits between roadside service and dispatch, the urgent core, and membership servicing: renewals, billing, account changes, and cancellations. Several programs also handle insurance and policy questions. Shares below are directional across the cohort, since taxonomies differ by program.

Exhibit 1

What auto-club members call about (directional, cohort-wide)



Bars show relative prominence across the cohort, not precise shares; reason taxonomies differ by program. Source: Replicant Conversation Intelligence, trailing 12 months.

Section 2

The best-resolving vertical, with room to go faster

Auto-club programs resolve more calls in-agent than any vertical we measure, and callers are relatively positive, help is, after all, on the way. Equal-weighted across the six programs, about 53 percent of calls fully resolve, with low abandonment. The opportunity is less about fixing broken outcomes and more about doing the routine faster and around the clock.

~53%

Fully resolved, the highest of any vertical
(range 35–67%)

6.5/10

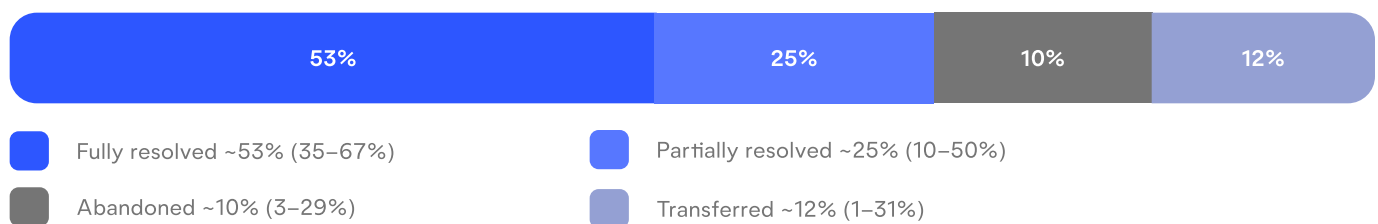
Caller sentiment, relatively high
(range 5.8–7.4)

~10%

Abandoned, among the lowest
of any vertical

Exhibit 2

How auto-club calls end (equal-weighted; ranges show the spread)



Share of calls by final disposition, equal-weighted across six programs; ranges show program minimum to maximum. Cohort is early / trial deployments, so figures are directional. Source: Replicant Conversation Intelligence, trailing 12 months.

Section 3

Two very different calls: dispatch versus membership

The urgent roadside call and the routine membership call have almost nothing in common operationally. One is time-critical and emotional, a stranded member who needs location captured, service triaged, and an accurate ETA. The other is a transactional renewal or billing question. AI serves both, but the design goals differ: speed and reassurance for dispatch, self-service and completion for membership.

Exhibit 3

Roadside dispatch versus membership servicing

Dimension	Servicing calls	Origination / Sales calls
Urgency	high, time-critical	low, transactional
Caller state	stranded, stressed	routine
What matters	Location, triage, accurate ETA	fast completion, self-service
Top intents	Tow, battery, tire, lockout, fuel	Renewals, billing, account, cancellations
AI opportunity	Capture, triage, and dispatch 24/7	Complete renewals and billing end to end

Characterization from cohort intent mix. Source: Replicant Conversation Intelligence, trailing 12 months.

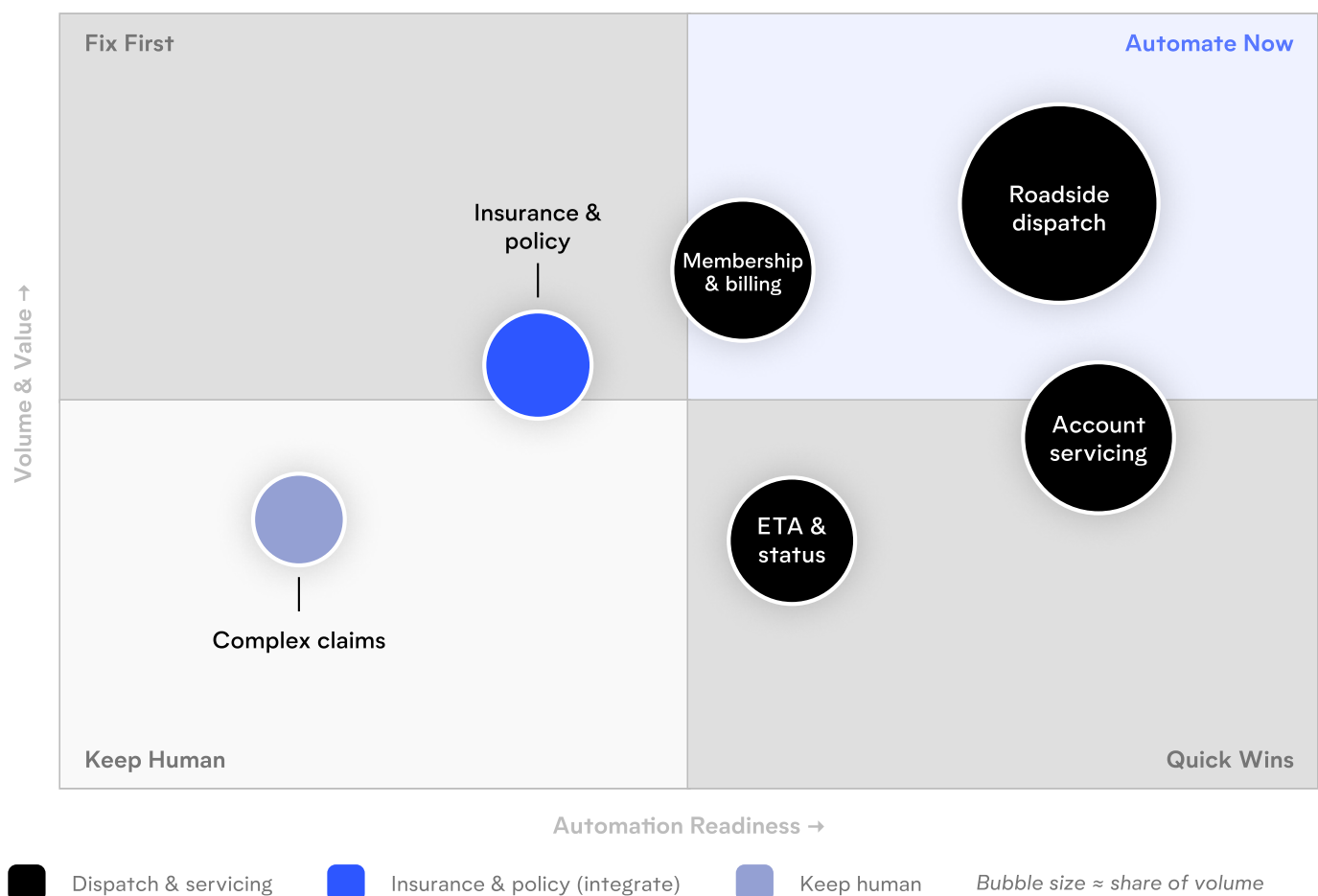
Section 4

Where to focus first: a priority map

Positioning auto-club call types by their readiness for automation against volume and value points to a clear sequence. Roadside dispatch and membership servicing sit top-right, high volume and ready to automate now. Insurance and policy questions bring value but need carrier and system integration. Complex claims and exceptions stay with people, augmented.

Exhibit 4

Automation priority map: readiness versus volume and value



Illustrative positioning by Replicant based on intent mix, call outcomes, and data availability across the sample; axes are directional, not to scale. Source: Replicant Conversation Intelligence.

Section 5

From diagnosis to outcome: Replicant in auto clubs

The sections above size the opportunity. Across Replicant's auto-club deployments, automation converts roadside dispatch and membership demand into measured resolution gains, large handle-time and cost reductions, and higher member satisfaction. Containment and resolution here are deployment outcomes, distinct from the whole-channel resolution measured in the diagnostic.

15→39%

Roadside resolution before and after (2.5x)

+13

NPS improvement (71 to 84) at an auto club

\$1M

Net savings in six months at one program

Exhibit 5

Measured results from Replicant auto-club deployments

Deployment	Measured result
National auto club	Roadside resolution 15% → 39% (2.5x); AHT -83% ; cost/call -68% ; \$1M saved in 6 months
Auto club	NPS 71 → 84 ; call completion 2x ; roadside fully resolved 40%
Auto club	Member satisfaction +900 bps ; success rate 98% ; 25 FTEs avoided
Auto club	Abandonment 20% → 5% (-80%); AHT -5 min

Results from Replicant auto-club deployments, shown as anonymized descriptors and distinct from the diagnostic cohort. Containment / resolution are deployment metrics, distinct from the whole-channel resolution measured in the diagnostic.

Section 6

Enterprise security and data privacy

Auto-club voice handles member data, payments, and time-critical dispatch. Replicant runs on an enterprise-secure platform certified by independent audit, with conversation-level controls configured to each program's requirements.

Security & Data privacy

Certified. SOC 2 Type 2 (independent annual audit), HIPAA, PCI, and GDPR compliant.

Encrypted. AES-256 at rest (GCP KMS); TLS 1.2 in transit.

Hosted in the US. Google Cloud, continental US; redundant, high-availability infrastructure.

Access-controlled. Role-based access, IP restrictions, network segmentation, need-to-know.

Tested. Independent penetration testing, bug bounty, IPS/IDS monitoring, incident-response plan.

Controls for regulated conversations

PCI-secure payments. Membership billing and renewals within a PCI-compliant platform.

Consent & recording. Configurable consent capture and recording disclosures.

PII redaction. Sensitive member data redacted from transcripts and recordings.

Human in the loop. Guaranteed escalation for complex claims and exceptions.

Your framework. Retention and access configured to your policies.

Platform security and data privacy per Replicant's Security & Data documentation. Conversation-level controls are configured to each program's requirements.

Section 7

The playbook: dispatch fast, service everything else

Rescue the member

Capture location instantly. Pinpoint the member and vehicle, every time.

Triage the service. Identify tow, battery, tire, lockout, or fuel and route it.

Set an accurate ETA. Reassure with a real arrival window, 24/7.

Handle the surge. Absorb weather and holiday spikes without hold times.

Service the membership

Renewals & billing. Complete renewals and payments in-conversation.

Account changes. Update details, add members, manage the plan.

Save the cancel. Handle cancellations with retention offers before a person.

Route the exceptions. Pass insurance and complex claims to a person with context.

The next step

This diagnosis is directional, six programs, not your book. Replicant can run this same Conversation Intelligence analysis on **your** calls, quantify where the channel leaks, and model the dispatch, resolution, and cost lift from automating it, before any commitment.

Methodology & scope

Market figures are drawn from Replicant Conversation Intelligence over the trailing 12 months and are equal-weighted across six auto-club and roadside programs (~135,000 analyzed calls); each program contributes equally and the program minimum-to-maximum range is shown. This cohort is largely early or trial deployments and smaller in volume than other verticals, so figures are directional. Driver prominence is directional because reason taxonomies differ by program; some programs also carry insurance lines. The priority map is an illustrative synthesis of intent mix, outcomes, and data availability; its axes are directional, not to scale. Automated quality scores use per-program rubrics and are not compared across programs. No program, client, or individual caller is identified, and no underlying data left the analytics environment.

Skip the demo. Start building your AI roadmap.

Get these insights for your contact center with a no-cost Conversation Intelligence analysis.

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