

## Overview: AAA Carolinas - Integrity Selling®

AAA Carolinas, as a member of the AAA family, is headquartered in Charlotte, NC. The organization has over 1300 employees. It is one of the largest and fastest growing AAA clubs and proudly serves customers in North and South Carolina. The culture of AAA Carolinas can be summed up in one word – WOW! They want to WOW their customers – both internal and external. Their people understand their mission and are dedicated to taking care of customers, providing solutions, and achieving desired results.

### Desired Business Outcomes

- Implement a sales process compatible with the company's mission and core values
- Establish a common process and language of selling focused on creating value for customers
- Create marketplace differentiation through consultative selling
- Develop long-term relationships, increase customer satisfaction and retention
- Increase multi-line sales from 1.3 to 3.0 per household

"Since implementing Integrity Solutions, we have seen an increase in customer satisfaction, measured by Net Promoter Score, which has given the agency a big lift in retention."

*Jim McCafferty, CEO, AAA Insurance Agency*

### Solution Implementation

To provide a "common link / common language" across the enterprise, the entire AAA Carolinas Insurance Agency sales group, along with managers and leaders, participated in the Integrity Selling® process. The goal was to provide everyone in the organization with a proven sales process that was relationship-focused versus product-focused based on strong values and ethical principles.

The vision of leadership was to establish a benchmark for success and, ultimately, create greater value for customers. In addition, Integrity Selling® provided a coaching road map for managers and leaders. Through a focus on accentuating value versus price, agents are selling an increased number of policies with higher coverage limits as well as receiving more referrals from customers.

To ensure the momentum continues, all new agents, managers and leaders attend Integrity Selling® within their first year with AAA Carolinas.

"Integrity Selling® has increased our overall member experience with our insurance team. Now every interaction a member has is with an employee that intently listens, focuses, and responds to the customer while keeping the members' best interests in mind. This has not only improved our overall member satisfaction, but has also increased our product and account penetration into each member household further helping our agency live out our own motto '3 is the Key'".

*Stephen Simmons, Manager of Direct Sales, AAA Insurance Agency*

### Impact

Consistent Member Experience

Loyalty Scores Skyrocketed

Increased Policy Sales

Accelerated Agent Achievement

Increased Referrals

- Created a consistent member experience throughout AAA Carolinas.
- Net Promoter Scores (Loyalty) skyrocketed from low 60s to high 80s in less than a year.
- Increased policy sales and higher coverage limit purchases.
- Fast start for new agents and moved seasoned agents off plateaus.
- Focus on relationship building increased customer referrals.