

Industry	Auto Insurance and Tech, Call Centers
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Founded	1972
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Headcount	3,400+
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Headquarters	Medford, Massachusetts
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The Agero logo consists of the word "Agero" in a bold, sans-serif font, followed by a stylized black triangle pointing to the right.

# Agero boosts intranet adoption by 15% and unifies workplace silos

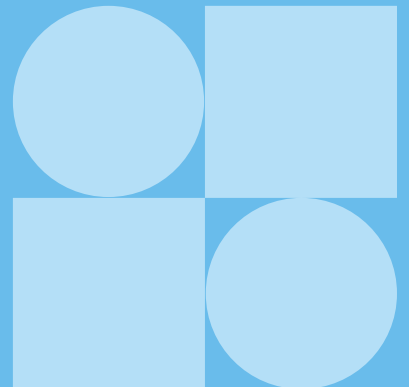


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Since adopting Employee Newsletter, we've seen 15% more visits to the intranet. Employee Newsletter helps us strike a balance between frequency and volume. We can better target, personalize, and use analytics to know what content people select and what's working.

**Ashley Anglisano**

Senior Internal Communications  
Specialist



## The Challenge

# From in-office to remote overnight



100% workforce temporarily became remote overnight

Low intranet adoption from call center agents

Disjointed communication across employee segments

For fifty years, Agero has been a leader in the driver assistance services industry. Combining roadside assistance, accident management, connected vehicle services, and consumer affairs support Agero partners with more than 100 corporate entities to protect 115+ million customers, delivering support to consumers in over 12 million annual vehicle disablement events. With 3,400 employees, Agero has one physical call center and remote customer support and corporate employees dispersed across the United States.

At the heart of Agero's business is its ability to assist drivers during some of their most stressful moments. The company works collectively to service more than 30,000 customers every day on behalf of its clients. For Agero, that means having a continual stream of up-to-the-minute communication from the corporate office to every branch of the company.

Before the pandemic, employees consumed company news and updates in the office through team meetings, leadership

presentations, posters advertised around the call centers, water cooler conversations, and television screens that displayed company updates. All changed when the pandemic disrupted the working norms. Employees were no longer centralized in an office, as many had switched to working from home—and as a result, were instantly cut off from the regular flow of information they got by working in a physical office.

The internal communications team, a recently-formed department, needed to respond quickly. In addition to the urgent need to reach the newly distributed workforce, they needed to ensure that they broke through silos that formed across the various segments of the workforce.

Ashley Anglisano, Senior Communications Specialist, and her team recognized Agero needed to unify two of their employee segments—call center agents and knowledge workers—to drive overall engagement, keep everyone aligned and informed, and strengthen brand cohesion in the absence of a shared physical space.

## The Solution

# A tall order: unifying distributed employees



Integrated intranet content speeds up newsletter creation

Powerful drag-and-drop tools remove code dependency

Target and reach 10 different employee segments

When workers can't collaborate in real-time in a single office, it's easy for communications to degrade, and for silos to form. Concerned that employees might disengage without the regular communications they had gotten used to, Ashley Anglisano and her team searched for a better way to reach every employee with news they could use. Since they were already partnered with Simplr to create and run Agero's intranet and employee experience platform, it made sense to integrate its Employee Newsletter product to gain a deeper connection between employees, communications, and the intranet.

Built within the same ecosystem, the Simplr Employee Newsletter integrated seamlessly with The HUB, Agero's intranet, which made Ashley's job creating, designing, and targeting newsletters a lot easier. "I can throw a newsletter together in 10 minutes," Ashley said, adding, "It's really user-friendly.

Through experimentation and a careful eye on the built-in analytics, Agero's internal communications team established an effective newsletter cadence. They digitalized physical bulletin boards used in the past and now distribute targeted newsletter versions to keep employees up to date with the latest company and employee news. The "Bulletin Board" centralizes company news, goes out to corporate employees weekly, and the call center employees get their own version on a cadence.

Once a month, employees receive a special edition focusing solely on employee recognition, and every quarter, Ashley and her team produce a newsletter containing business updates in the style of company town halls. The response has been positive and now with the power of segmentation, Ashley can now target and personalize content to the 10 different audience segments, broken down by location, department, and role.

## The Results

# Repeatable, scalable, and on-brand communications



Established on-brand and consistent email cadence

15% increase in intranet adoption

Sent 157 newsletters with over 300,000 total views

Since adopting Employee Newsletter, Agero has sent out 157 newsletters that have been read almost 300,000 times. That's enough to attract the attention of company leaders, and business partners have noticed the branding and are now proactively connecting with Ashley's team to share their updates. "People come to us now instead of trying to send newsletters themselves," she said.

The Employee Newsletter helped establish consistent communication and increased the organization's reach, driving 15% more visits to the intranet and boosting the overall intranet adoption to 83%. Ashley continues to improve intranet engagement using Simplr's rich, out-of-the-box analytics that helps her team measure intranet adoption and content engagement after clicking through from the newsletter.

The Simplr Employee Newsletter has captured employees' attention and helped Agero strengthen the employer brand. "Overall, the newsletter has given us confidence that we could manage and deliver any requests by a business partner," Ashley said. "It's helped us build that trust (from leadership) that they can go to our team, and we'll be able to help them."

Equipped with the right tools to build high quality newsletters, Ashley and her team can focus on the content within newsletters, alongside design and brand, which is an additional value the team can offer to the business partners—and one less thing for them to worry about.

# About Agero

Agero's mission is to reimagine the vehicle ownership experience through a combination of passionate people and data-driven technology, strengthening our clients' relationships with their customers. As the #1 B2B, white-label provider of digital driver assistance services, the company has over 150 million vehicle coverage points in partnership with leading automobile manufacturers, insurance carriers and others. Managing one of the largest national networks of independent service providers, Agero responds to ~12 million service events annually. Agero is a member company of The Cross Country Group. To learn more, visit [www.agero.com](http://www.agero.com).



## About Simplr

Simplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at [simplr.com](http://simplr.com).