TOKARA SOLUTIONS®

AAA Western and Central New York

FINANCIAL SERVICES

Pivotal

Who They Are

As Upstate New York's largest member organization, AAA Western and Central New York provides **more than 887,000 members with travel, insurance, as well as financial and automotive-related services**. With over 600 associates across three major metro areas – Buffalo, Rochester, and Syracuse – AAA serves its members 24/7/365 with emergency road service. While they are best known for helping their loyal members on the roadside, they also offer travel and insurance services to their membership.

Solutions

For AAA, Pivotal has proved for over a decade to be the software that could handle their ever-growing branches of business. AAA has partnered with Tokara Solutions to provide ongoing support and improvements to its CRM implementation on a regular basis. A few years ago, AAA made a strategic decision to utilize top end Pivotal Professional Services talent to **augment their IT team so that their Pivotal instance could provide maximum value to their end users**. Tokara Solutions followed our corporate values of stability and consistency by providing the same resources to AAA over several years. This has allowed AAA access to resources that are extremely strong in Pivotal and also knowledgeable about AAA.

> " Tokara Solutions' ability to facilitate updates to the Pivotal System is due to their tight partnership with AAA Western and Central New York. "

Success Story

In their time collaborating together, Tokara has accomplished developing and implementing a complete 360 view of their customer base in their Auto, Travel, and Insurance industries. With Tokara's help, AAA went **live on a budget, implementing an upgraded Robocalling system that ensured customer communication and retention.** Providing full integration of systems guarantees the company's ability to interact fully within each business arena.

> " Tokara's ability in providing full integration of Pivotal systems allowed AAA to interact fully within each business arena. "