

Roadside Assistance Inbound Script

Presentation

Thank You for answering the questions. Based on your answers, your call has been directed to me. My name is _____ on behalf of **Road Assist 24/7**. May I ask your name < capture first and last name>. Thank you.

You have the opportunity to take advantage of our very special promotion today to join **Road Assist 24/7** at a discounted that includes excellent emergency roadside services. They will bring you a gallon of gas, fix a flat tire, or tow your car.

In addition, member benefits include exceptional savings on Hotels, Rental Cars, and Entertainment Packages up to 50% off . What most customers think is GREAT about this program is the discounts alone **could more** than pay for the membership.

Now, Mr[s] _____, you're not the only driver in your household, **right**? Great because the way this works is that you (and your family) can use all the benefits and discounts. It covers you and 3 other drivers in your household. It's like getting 4 motor clubs for the price of one!

So even though you didn't dial our number directly, you can take advantage of this special offer. You will receive the next month for **only** \$1.95. After that it's only \$14.95 per month. Keep in mind there is no obligation to continue and there are no contracts so you can cancel at anytime.

Now to take advantage of this special offer you can use a debit or credit card. Is that OK?
[pause for response] Which will you be using? (Visa or MasterCard only)

<Go to *Gather Customer Information*>

IF CUSTOMER STATES: I was trying to reach [company name]: It's possible that number may have been disconnected or you may have dialed the wrong number. But, since you took the time to answer the questions, you can still take advantage of this special offer from **Road Assist 24/7**. OK?

Sales Confirmation

<Gather Information>

Mr [s] _____, please spell your complete name.

And can I have your full mailing address and phone number please?

<Choose one depending on situation>

>For \$1.95 today to start your trial, would that be a Visa or Mastercard?

(WE CANNOT TAKE DISCOVER OR AMERICAN EXPRESS)

<Capture Payment Information>

Payment Type: (Visa, MasterCard ONLY)

Credit Card #:

Credit Card Expiration: Month_____ Year _____

Name on Credit Card:

Note to Rep: If name on credit card is NOT the person you are speaking with ask, "Are you an authorized user on this card?"

Note to Agent: Never repeat credit card information back to the customer. If the customer asks why you aren't verifying the card number add: "**Road Assist 24/7** takes your privacy and security very seriously. The information you gave me is encrypted and as it is entered I do not have the ability to see it. Please read the number slowly, 4 digits at a time".

<If credit card expiration date is within 30 days of call, add: Since your credit card expiration date is within the month, have you received your new card?

If Yes: <capture new expiration date>

If No: When you do, please call us with the new date (or ask for alternate card).

If Asked "What's being charged to my card"?: \$1.95 for the first month and \$14.95 monthly for the rest of your first annual membership.

If Yes: <Capture Credit Card Information>

If No: I'm sorry, **Road Assist 24/7** is unable to process your membership. Please feel free to call customer service at **1-888-280-7762**

to inquire about a membership with **Road Assist 24/7**

From time to time we send updates and special offers to our members by email. Would that be OK?

IF Yes: Is there an email address we may use?: [enter email address and read it back to confirm]

IF No: I understand [continue with confirmation]

Mr(s). _____, at some point during your membership, your credit card company may send you a new card number. **Road Assist 24/7** would appreciate your calling the customer service number, toll-free, to let them know if there has been a change.

CONFIRMATION

Your (Visa, MasterCard) will initially be charged \$1.95 for the first 1 month of your annual membership and then \$14.95 monthly automatically. Membership dues will continue to be billed automatically to your credit card. Each year you will receive a renewal membership kit stating your renewal dues. **Road Assist 24/7** is not responsible for any overdrafts. If you decide to cancel, you can simply call our customer service department. Do you have a pen handy? (Wait until member is ready) That number is **1-888-280-7762**. Membership will automatically continue unless you call to cancel.

Your official membership number is _____. The "800" number for 24-hour emergency road service is the also the one I just gave you. Carry these numbers with you until you receive your membership card. It takes about 24 hours for us to enter your membership number into the system.

Mr(s) _____, even if you didn't intend to call **Road Assist 24/7**, we look forward to serving you.