

State Farm Emergency Roadside Service

Every roadside event is an opportunity for you to be the hero who gets your customers back on the road.

Opportunities for Growth



Drive Customer Loyalty

Create more positive touchpoints with your customers and increase renewal rates.



Create Upsell & Cross-Sell Opportunities

Turn positive roadside experiences into opportunities for a policy review..



Get Positive Online Reviews

Ask your highly satisfied customers to leave a business review for your agency.



Drive Business Growth With Referrals

Roadside promoters are a great source of referrals to friends and family.

The Roadside Impact

1 in 2

Drivers May Need Roadside

Half of drivers experience a roadside event each year.

90

Net Promoter Score

State Farm ERS program leads the industry in NPS—a key customer satisfaction & loyalty metric.

Promoter Rate

Customers that use roadside are highly likely to recommend it.

92%

Renewal Rate

Customers that use roadside are twice as likely to renew their policy.

2X

Coverage Benefits



- + **Towing a stuck or disabled vehicle** (not related to an accident) to the nearest qualified repair facility plus 20 miles
- + **Jump starts, tire changes** and other onsite mechanical fixes (Including 1 hour of labor)
- + **Delivery of fuel, oil or battery**, and replacement tire (subject to availability)*
- + **Locksmith** (1 hour of labor)*
- + **Winching** (if service can be performed safely within 10' from a paved road)
- + **Pre-paid, one-time Lyft voucher** (up to \$30 and valid for 24 hours) to help customers that require a tow to reach their destination.

*Cost of tire, fuel, battery, keys, and other parts are not included

Frequently Asked Questions

How should a customer request roadside assistance when they need it?

For the best service, customers can request roadside assistance through the State Farm mobile app.

Customers that don't have the app can text "mobile" to 42407 and a link to download the app will be sent to their mobile device.

Customers can also call 877-627-5757 to submit a service request.

How long will it take to get my customer roadside help?

Rest assured your customer is getting the fastest service possible. State Farm customers' wait time is two minutes faster than other comparable carriers and State Farm is the only carrier that has been under 48 minutes consistently since the start of 2024.

Can I help my customer during a roadside event?

Agents have a direct support portal in the Roadside Agent Insights Dashboard (aid.agero.com) where you can view live events and request support. Sales leaders, agents, and team members can log in using their full State Farm email address.

I'm concerned that my customer will not get the best service through ERS.

State Farm's ERS program includes Command Center which provides real-time monitoring of every event to identify potential hiccups in roadside service and flags at-risk jobs for escalated support, ensuring the best possible customer service, experience, and outcome during challenging cases.

All I hear is complaints about ERS service.

State Farm's complaint rate is .08%, which signals strong performance of the program and high levels of overall customer satisfaction. To see how well we're performing for your customers, visit the Roadside Agent Insights Dashboard (aid.agero.com) for your NPS score and customer verbatim feedback.

What happens when there is negative customer feedback?

Agero's Winback team will follow up with customers who have given a score of 6 or below on the post event NPS survey to understand what went wrong and try to make it right with a goodwill gesture; ultimately restoring customer trust following a challenging event and maintaining high overall satisfaction levels for State Farm customers.

What if I want to use a preferred service provider that I know?

Agero's network of service providers are the most highly-vetted in the country. Each provider must pass our rigorous background checks and maintain high service performance levels to be in good standing. If your preferred service provider qualifies, we'd love to add them to our network. You can refer a provider to Agero through Roadside Agent Insights Dashboard (aid.agero.com) via the 'Contact' section.

What if I have questions?

If you're looking for information on a live event, have an issue, or require a receipt, our support team is ready to assist you. Simply visit the Roadside Agent Insights Dashboard (aid.agero.com) and click on the phone icon.