

## Case Study



### **National Automobile Club** [www.thenac.com](http://www.thenac.com)

The National Automobile Club has offered services to stranded drivers since 1924. Government agencies, businesses, insurance companies, fleet operators and individual drivers have all benefited from the National Automobile Club's responsive call center services and roadside assistance. The club uses a mapping application with wireless location capabilities to help pinpoint the location of vehicles and drivers.



### **Challenge**

Ronn Chaussard, Vice President of Operations and Information Technology at National Automobile Club, is responsible for the organization's 24/7 call center, nationwide service provider network, and all IT. He said that one of the most important things the National Automobile Club needs to do is to quickly get a good location on a caller.

"If the caller is at home or work or other familiar area, it's easy," Chaussard said. "But we get many calls when the driver isn't familiar with the area they're stranded in.

They're already anxious having broken down and they may not be able to help in pinpointing their location."

*In order to improve service and better locate callers, the National Automobile Club needed functionality that could locate a caller using their cellular phone or other wireless device.*

### **Solution**

In the organization's call center, operators were already using a mapping application that SpatialPoint built on the Bing Maps platform. Chaussard turned to SpatialPoint again for the wireless location service capability.

The call center system shows the caller ID. Operators confirm the number and ask permission to locate the caller, then launch the map. If the caller doesn't have an address, the wireless locator finds them, with their permission, using GPS or network information.

"The wireless locator functionality enables us to be much more accurate and much faster in locating stranded callers," Chaussard said. "It's an important part of our service that we rely on for about one third of all calls."

Chaussard said the club is also planning to launch an interactive app for smart phones that allows callers to initiate the call and report their problem, enabling the appropriate roadside assistance provider to reach them even sooner.

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### Results

- **Faster, more accurate caller locations**—The wireless locator makes it faster and more accurate to locate callers who are not familiar with their surroundings and are unable to give directions to call center agents.
- **Time savings**—Chaussard said that locating callers faster saves time for call center operators and that the system results in savings of about a half an hour per day.
- **More satisfied callers**—Stranded motorists are located sooner and roadside service reaches them quicker, helping increase customer satisfaction while reducing the stress of being stranded on unfamiliar roads.
- **Increased efficiency**—Chaussard said that more accurate caller locations lead to more exact distance calculations when determining how far a service truck must travel; this increases efficiency when determining proper reimbursement rates for the club's contracted partners who provide roadside assistance.

*Chaussard summed up his overall experience with SpatialPoint as extremely positive. "SpatialPoint has been very responsible and focused on getting everything right. The wireless locator applications works as designed and it has improved our efficiency in a number of ways."*