CASE STUDY

CoPilot® Professional Guides RAC To Its Customers Aid

> "It is important to RAC to know the arrival time for Patrols on the way to our customers; CoPilot Professional allows us to do that."

James Gibson, Technical Development Manager, RAC

With around seven million customers, the RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists.

In 2010, the RAC's patrol force of approximately 1,800 patrols attended to 2.5 million rescue breakdowns.

The Challenge
With a focus on delivering the best in customer service, the technical team at the RAC realised that there were a number of technological areas that if addressed could help speed up the time between receiving a customer's call to patrol arrival.

One area identified for improvement was in the existing satellite navigation. While appreciating the benefits of its use

in getting to a customers' location, the RAC Patrols were reliant on dedicated, standalone devices, some of which were five years old.

An integrated navigation software solution would deliver two significant benefits. On a practical level, it would remove hardware support for a standalone device and the maintenance cost associated with it.

On a strategic level, the opportunity to integrate navigation with the RAC's existing vehicle systems has the potential to improve the deployment of patrols thereby improving customer service.

The Solution
When a broken down customer calls into RAC, details including the vehicle make, model, fault and breakdown location are captured. Once entered into the RAC's deployment system, the location coordinates are sent directly to one of

1800 front line patrols in the area all equipped with a Panasonic Toughbook CF-19.

At this point, the location data is passed into CoPilot Professional, the integrated sat nav software installed on the Toughbook.

With the Toughbook stored in the back of the vehicle, the information relating to the Patrol's next customer collected in the call centre along with navigation instructions is relayed to a dashboard mounted screen in front of the Patrol driver.

Operating within RAC mobile data software, CoPilot Professional then provides familiar to use, full audio and visual turn-by-turn instructions to the customer's location.

Company

Founded in 1897, the RAC is one of the UK's most progressive motoring organisations with over 7 million business and domestic customers.

The Requirement

The RAC's objective was to improve customer service by integrating satellite navigation with its job management solution.

The Solution

CoPilot® Professional on a Panasonic Toughbook CF19 integrated with the RAC backoffice scheduling system.

This allows appointments to be sent directly into CoPilot Professional navigation, requiring no driver intervention. This alone is saving two minutes in time in getting to a customer.

Customers are informed of real-time ETAs provided by CoPilot Professional.

Technology

▰ CoPilot Professional SDK and Services

▰ Panasonic Toughbook CF19

Deployment Size

▰ 1800

"Integrated CoPilot Professional will replace our existing navigation technology and improve ETAs, thereby delivering a higher level of customer service."

Gibson, Technical Development Manager, RAC

Collaboration on Existing and Future Navigation

Knowing where the patrols are and gathering realistic ETAs is one of the principle objectives for this project. As James Gibson, Technical Development Manager at RAC explains:

'We've previously relied on a system where we've estimated the arrival time to a customer's location.'

Through a combination of GPS location data and CoPilot Professional, RAC aim to improve the efficiency of their patrols, helping to provide a higher level of customer service.

Gibson continues:
'We will use CoPilot Professional to automatically pass back real-time Estimated Times of Arrival (ETAs) to our central deployment system. We can use this to keep our customers informed of our arrival time.

With this information, predicting a patrols travel time becomes much easier, allowing the arrival time of future breakdowns to be automatically calculated by our command system more accurately, potentially enabling us to send a closer patrol.'

This means that CoPilot Professional is not only helping the RAC locate their customers needing assistance quickly, but could also help save fuel as well.

The Industry Pioneers

The Software Development Kit (SDK) at the heart of CoPilot Professional enables customers to customise a wide range of elements within the software.

In the case of RAC, they will be adding an inbuilt parts supplier and repairer database which will help Patrols to find the nearest resource they need to complete a repair and get the customer back on the road as soon as possible.

Gibson concludes: 'We've high expectations for using CoPilot Professional. At a minimum we will be able to save time on every breakdown by not having to enter the destination manually. We are also looking to provide our recovery fleet with the Truck version of CoPilot Professional. I am sure that there will be many more opportunities to further integrate and improve our system using this software.

We're excited by the future plans we have for CoPilot Professional.'

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For further information visit:
www.copilotlive.com/professional