

German Automobile Club (AvD): Tickets for Emergency Cases

The German Automobile Club AvD uses PTV software to support claims management

The phones in Frankfurt are ringing non-stop. It are drivers calling with a car breakdown somewhere in Europe. Even so, things do not get hectic in the call centre of the German Automobile Club. The map-based software map&guide call center helps the employees keep an overview of their claims management cases.

User: **German Automobile Club AvD**, with 24h-emergency call centre for 1.5 million club members

Task: geographical call centre software with interface to case logging tool / CRM system, management of mobile assistance providers and Europe-wide maps

Solution: map&guide call center by PTV AG

Interaction with CRM system via text file

map&guide call center is connected to the case logging tool / CRM system of the automobile club via an interface and can access the information saved there. This information includes data of 1.5 million club members, vehicle data for 350 vehicles that belong to AvD's own breakdown fleet, data of 800 service partners and service garages.

A ticket function enables the interaction between map&guide call center and the CRM system. When a breakdown is reported, the call centre agent creates an electronic claims file. First he enters the member and vehicle data, insurance-relevant details, the type of claim and the incident location. Then the incident location is transferred as a text file to map&guide call center, is geocoded by the program and visualized on the map. The call centre agent opens an address table of the automobile club's assistance and service providers and map&guide call center starts its Proximity Search, based on route distance.

Proximity Search – even for Mobile Assistance Providers

The software performs a route distance calculation in the background and a few seconds later comes up with a prioritized list of suggested services providers. These are highlighted on the map with symbols, if required including their respective territory. The priori-

tized list also indicates the distance and driving time to the incident location. Mobile assistance providers are also taken into account: "Besides our service partners, we deploy 350 vehicles of our own. About 30 of them are consistently on the road in Germany. Of course we want to include them in the Proximity Search", says Stefan Rost, Head of the AvD Call Center Emergency Hotline. The AvD vehicles are equipped with a positioning unit that transfers their position data via GPRS to an AvD web server. map&guide call center adds these coordinates to a dynamic address list that is regularly updated. "map&guide call center can then always take the current vehicle position into account for the Proximity Search and include them in the list of suggested service providers", Rost explains.



Mobile assistance providers are included in the Proximity Search.

Quick help - even for complex cases

After the call centre agent has chosen a service provider, he sends the map&guide call center data, as e.g. name of the driver, vehicle type, etc. per text file back to the CRM claims file from where he directly sends the order to the service provider. map&guide's address lists and Proximity Search function can also be used to find a breakdown service, car rental service or accommodation.

Rost is very happy with map&guide call center: "We were basically able to reduce the processes involved in the selection of service providers and order placing by 30 per cent". This ensures improved efficiency and customer service.