GeoQlik™

The mapping extension for QlikView and Qlik Sense

CASE STUDY: How visualizing stranded holidaymakers helps SOS International improve their services while cutting costs

SOS international provides help to holidaymakers abroad in case of car trouble, damage, illness or other incidents. SOS International has been providing assistance to people caught in unforeseen situations for more than 25 years. SOS International operates 24 hours a day, 7 days a week, everywhere in the world, on behalf of Dutch Insurance and Lease companies. SOS International enhanced QlikView with GeoQlik™ to improve the quality of their services with full knowledge of how to act more efficiently while reducing costs.

Background

Jasper de Vries, Team Manager of the **Business Analysis, Forecast and Planning Department** at SOS International: "*We have a hands-on approach. We aim at offering high-quality, fast and efficient assistance. We help our customers on their way, bringing relief whenever they undergo practical or health difficulties*".

SOS International is connected to the International Assistance Group (IAG), an umbrella network with 50 Alarm Centres. "*We have to deal with different parties internally as well as externally. SOS International is like a communication hub. We activate our assistance services as soon as we are called upon. We also try and develop collaboration all along the value chain, in order to promote knowledge and data sharing, but also to constantly improve the quality of our services*", Jasper de Vries says.

At SOS International, the Mobility Department within the Alarm Centre helps stranded holidaymakers back on their way home. The Medical Unit undertakes their repatriation when health or personal reasons require their urgent return. SOS International even runs a Telemedical Service to remotely keep an eye on patients at risk. All in all, SOS International offers assistance in a large number of cases. From credit cards blocking to emergency aid, SOS International is dedicated to helping people via an extensive, yet tailor-made, range of support services.

Challenges

SOS International owns big volumes of data. "*We are specialists in obtaining information... but this does not make us data specialists*", Jasper de Vries explains. QlikView gives SOS International standard insight into their activity, costs and results. GeoQlik™ was deployed to go far beyond and add the geographical dimension to their business analyses. "*We were looking upon being able to make advanced spatial analyses on where we tow cars away, where we arrange alternative transportation, where we offer medical assistance, etc.*"
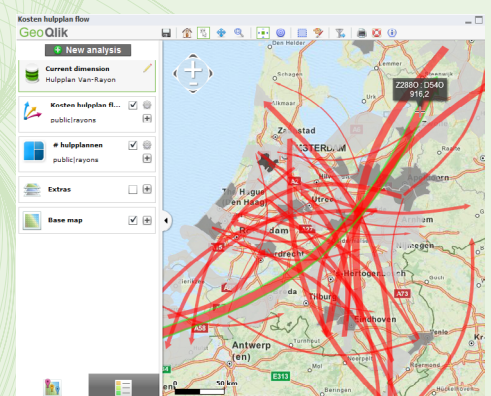
SOS International

Activity : offering help and assistance worldwide

Geography : The Netherlands

Challenges : Helping people caught in unforeseen situations with the best possible assistance, while managing costs responsibly.

• gain better insight into the services offered
• display aggregated, synthesized information on BI maps
• visualize the link between intervention places and costs
• identify levers for improvements in the quality of service
• reach greater transparency and accountability
• promote and share knowledge and best geo-practices

Hippoline provided SOS International Amsterdam with GeoQlik™. Hippoline is a QlikView partner and a GeoQlik™ partner. www.hippoline.nl
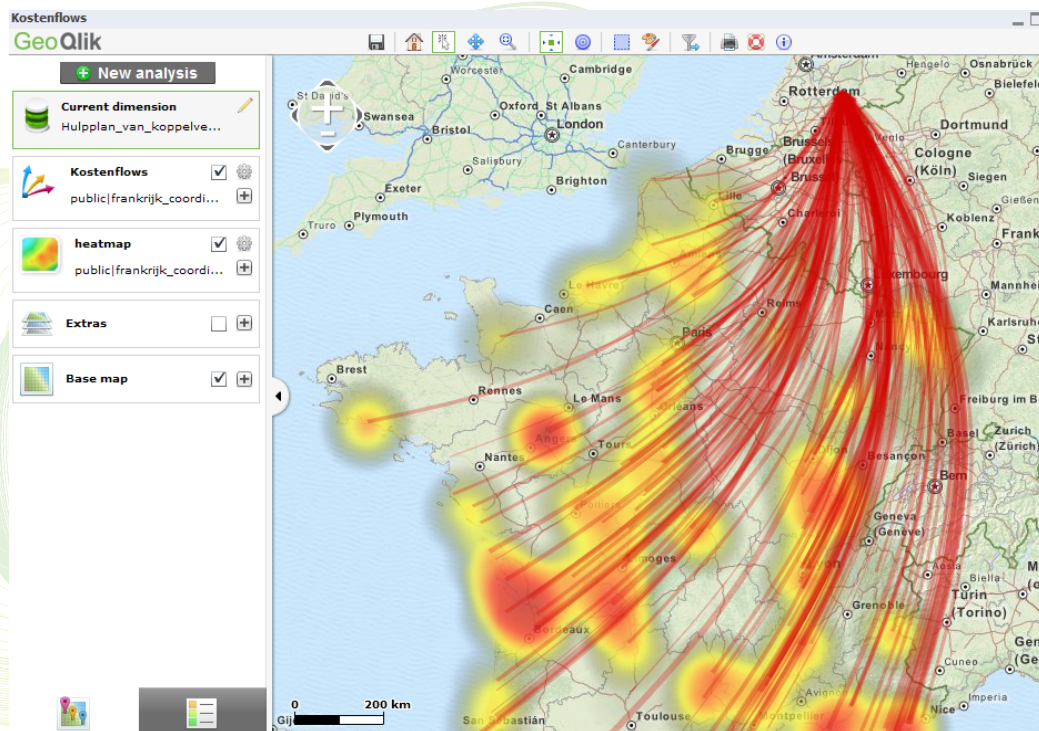
GeoQlik™, the only true mapping component for QlikView, is developed by Business Geografic, a French software provider specializing in GIS and Geo-Business Intelligence. Business Geografic is a QlikView technology partner. www.geoqlik.com

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Solution

France is a major tourist destination for Dutch people, whose cars statistically break down or get damaged more often in France than in any other foreign country. SOS International is there to bring their cars back to The Netherlands. Jasper de Vries: *"Just calculate how much it costs a Dutch stranded holidaymaker to have his or her car towed back home over a thousand or more kilometres. Charts displaying names of places, numbers of kilometres and intervention rates do not help much to evaluate towing costs. To us, the only way to assess the situation precisely was to display those Business indicators on BI maps. GeoQlik™ heatmaps and flow maps actually tell the story immediately!"*.

SOS International geo-located the substitute car depots in France and enriched their data with the towing costs associated to each car depot. This large volume of compiled information enables SOS International to anticipate things. For instance, they now know where to provide more vehicles with Dutch registration plates to reduce drop-off costs dramatically.

Benefits

GeoQlik™ is the fast and efficient answer to SOS International's needs. Geo-data-visualization made easy, efficient and powerful: GeoQlik™ BI maps offer invaluable Spatial Analytics features to support SOS International's decision-making processes and provide them with much better insight into their activities. Studying damage patterns, for instance, has become child's play for them. GeoQlik™ definitely leads to providing more adequate and efficient help to SOS International's customers, together with a better cost management.

SOS International is continuously seeking at ways to raise the quality of their services. Jasper de Vries believes in the prominent role of spatial data processing in SOS International's ongoing improvements. He's ambitious and has plenty of ideas to lead Spatial Analytics even further using QlikView + GeoQlik™. Just good is never good enough to him. Developing proactiveness and customer focus, whilst favoring a result-driven approach, was SOS International's initial objective; now that this aim is achieved, Jasper de Vries is already thinking ahead to new GeoQlik™ usages...

"Route du Soleil and Route Napoléon, for instance, are long and crowded roads during the summer. Where do bottlenecks occur exactly? Which places need better help? Where should we always have substitute cars available? Which cities offer the best garages with the cheapest fees in a given area?" are typical questions for SOS International, Jasper de Vries explains. GeoQlik™ BI maps help them sort out those questions the efficient way. GeoQlik™ even goes futher, providing SOS International with better insight into quality of service, supply and costs. As a result, GeoQlik™ helps SOS International strengthen their competitive position.

SOS International offers help and assistance to insured people, holidaymakers, drivers of rental cars, senior citizens, etc. encountering difficulties worldwide.