



## Business Intelligence and Management Information



The AA took the decision to rewrite their entire call handling system using state of the art technologies and techniques.

The key drivers for the rewrite were to replace antiquated mainframe based call handling systems with the latest UNIX and Windows platforms.

The existing platforms lacked the Graphical User Interfaces necessary for a state of the art system ready for the 21st century.

These new technologies would streamline deployment, response times, cut underlying costs and increase profitability.

For the AA and, essentially, it's customers the headline figure is call-to-response time. The AA and the customer want to keep the time stood at the road side to a minimum, with appropriate account being taken for vulnerable groups, such as a car full of children.

The core call handling system did this well, however some decisions needed to be made operationally as the day developed.

### Problem

To make effective business decisions much faster.

### Solution

To analyse call-to-response times in real time and give real time feedback.

### My Role

Devised the business model  
Designed the algorithms  
Developed the solution

### Management Information

Management information had previously been prepared offline for the benefit of managers and directors to mull over what had happened during the week or month.

Managers on the call handling floor, did not want to know that the day had gone badly or gone well.

They wanted to know that over the last 15 minutes 90% of calls had roadside assistance within 26 minutes, they also wanted to know that over the last 20 minutes it was gradually getting worse, so they could deploy more resources.

If the weather was clearing and the response times were holding up, they could stand down other resources.

In short, the AA wanted to know what was happening as it was happening and make decisions to improve response times and assist members immediately.

The algorithms and techniques developed meant that the numbers were being crunched in real time, rather than a few days after the event.