



## Management Information - Keeping your finger on the pulse

At the end of each day the AA would look at what had happened the previous day, so that they could learn from what had happened.

The problem was that the following day may be quite different. If yesterday had sub zero temperatures and ice and the following day the sun was shining, it was a bit too late to know that they did not have enough patrols on the road.

What was needed was a way of seeing issues unfold as they occurred.

Our goal was to find a way to report on what was happening, rather than what had happened.

We worked with the deployment specialists to find out what KPIs (Key Performance Indicators) they needed to watch in order to respond faster.

It turned out that one of the first indicators that things are going wrong is the “call to arrival time”, which is the time between the customer calling with a problem and a patrol arriving with them.

Along with the “call to arrival time” were indicators such as the average time on a job and drive times of the patrols.

Our job was then to go into the IT systems and find where these times were being used. We modified the IT systems to dump this key data into a Data Warehouse where we could see together all the data that allowed us to build the KPIs.

Once we had the data in a single coherent location we could then work out a way of analysing the data to give quick to read results. Using complex analytical mathematics, we devised algorithms to churn the data within the Data Warehouse and produce several metrics that showed very clearly how the business was doing.

These metrics were then read and displayed by a simple computer program that used coloured bar charts showing operation efficiency.

Basically Red, Amber and Green indicators, showing both actuals and trends. The data was less than 5 seconds behind real time, so was a real bonus to the business.

By making more effective decisions as events unfold the AA could deliver faster customer response times and reduce costs.