

Panasonic
ideas for life



TOUGHBOOK IN ACTION.
HOW TOUGHBOOK AND THE AA ARE PROVIDING BEST PRACTICE IN FIELD FORCE AUTOMATION.

In a recent project with the AA, Toughbook CF-19s have been deployed to provide access to the organisation's CoPilot Live software - whatever the conditions.

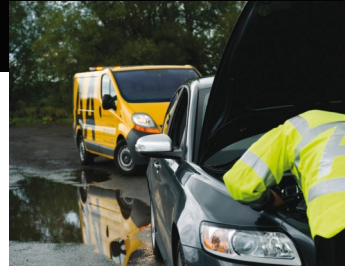
" Choosing the most efficient route is a key component in our patrol arrival time. When a customer is stranded at the roadside, getting there by the fastest route makes a very big difference."

Chris Bailey, Head of Motoring Technology,
the Automobile Association



TOUGHBOOK When it's worth doing better.

www.toughbook.eu



Handling 3.5 million call outs annually and with 15 million members, the Automobile Association (AA) is the UK's largest breakdown assistance organisation.

It currently employs around 3000 trained and dedicated frontline patrol personnel, providing roadside assistance and relay vehicle support to its members 24 hours a day, 365 days a year.

But how could it best deploy its CoPilot Live software to ensure maximum productivity from its field workers? Enter Toughbook.

Looking again at mobile working

In 2009, a combination of technical, economic and legislative factors encouraged the AA to reconsider its worker mobility strategy. Maintaining a competitive edge meant that advances in remote scheduling and roadside diagnostics needed to be rolled out to road side patrols while Duty of Care compliance imposed strict new guidelines on how field personnel could interact with any work-based mobility technology.

In addition, while familiar with the benefits and convenience of GPS navigation for their frontline patrols, the AA IT team were concerned with the support costs associated with their existing, Sat Nav strategy.

As Chris Bailey, Head of Motoring Technology, at the AA explains: "We came from a situation whereby each of our Patrols would be equipped with both a laptop in the back of the vehicle for diagnostics and job scheduling and a Personal Navigation Device (PND) for appointment use.

"A combination of escalating support costs and the requirement to swap out PND devices out on a regular basis meant that for us, the days of the dedicated navigation device were numbered.

"Our strategic vision was to simplify our support requirements and lower our costs. To achieve this we wanted to provide our frontline patrols with a single, integrated, multi-function unit capable of linking to our backend scheduling system while performing a variety of infield tasks, including navigation."

The decision taken was to standardise the next phase of the AA's mobile worker solution on the Panasonic Toughbook CF-19. With its built-in GPS capabilities, the team at the AA could now accommodate CoPilot Live Professional Sat Nav software at an incremental cost to the overall project and lower the overhead on their device support.

Integrated scheduling and navigation

A customer call to the AA triggers a well-drilled process. The call centre identifies the location of the breakdown and it is automatically geo-coded by the AA's in-house call handling system.

This data is then converted to longitude and latitude coordinates for pinpoint accuracy and passed remotely into CoPilot Live on the relevant patrol's CF-19, received by the device's exceptional connectivity features. This happens via a sophisticated dynamic dispatch system, ensuring the right patrol gets the next nearest job.

Chris explains: "Direct address input saves us at least 20 seconds of manual operation per job and as its wholly automated, it removes any possible error in address entry."

The result - a quicker customer response, with CoPilot Live's accurate, voice- guided turn-by-turn instructions playing its role in helping the AA respond as quickly as possible.

"Choosing the most efficient route is a key component in our patrol arrival time," comments Chris. "When a customer is stranded at the roadside, getting there in the shortest time possible makes a very big difference."

In addition to providing reliable appointment navigation, CoPilot Live Professional is helping the AA to deliver on its field worker Duty of Care commitments. On accepting a job, CoPilot Live will calculate the quickest route and begin navigation.

Mounted via a specialist dock, the touchscreen on the convertible CF-19 then 'locks' while the vehicle is in motion, continuing to display the appointment route. Running alongside CoPilot Live is the AA's messaging service, providing the driver with status updates relating to their next appointment including vehicle details and the nature of the breakdown.

Collaboration on existing and future navigation

The AA and the CoPilot Live Professional Services team worked closely on integrating navigation into the AA's existing systems and onto the Toughbook CF-19s - but the work doesn't stop there.

Being able to access the SDK within CoPilot Live Professional opens up another set of opportunities for the AA to customise the navigation with additional useful services for their Patrol personnel.

Integration of customised Points Of Interest (POIs) is one project that will see the AA's own network of approved garages included within the core product. This will make it easier for patrols to locate the closest facility either within the immediate area or closer to the customer's home address.

The Estimated Time of Arrivals (ETA) feature within CoPilot Live Professional will also be utilised in a later phase of the project as a means of providing customers with a greater degree of arrival accuracy.

The industry pioneers

"We're really pleased with how CoPilot Live has integrated into our call management systems and its performance via the Toughbook CF-19 in the field" Chris comments.

"We're pioneering this solution in the UK and we're actively recommending CoPilot Live Professional on the Panasonic Toughbook CF-19 as a viable solution for use by other breakdown and recovery clubs in Europe."

COPILOT LIVE
Professional



TOUGHBOOK
When it's worth doing better.

Panasonic
ideas for life