

GeoQlik™

The mapping extension for QlikView



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

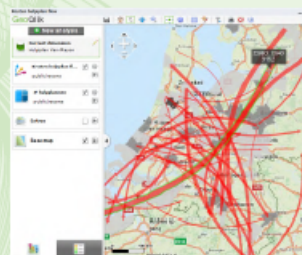


Activity : offering help and assistance worldwide

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 Hippoline provided SOS International Amsterdam with GeoQlik™. Hippoline is a QlikView partner and a GeoQlik™ partner. www.hippoline.nl

GeoQlik 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