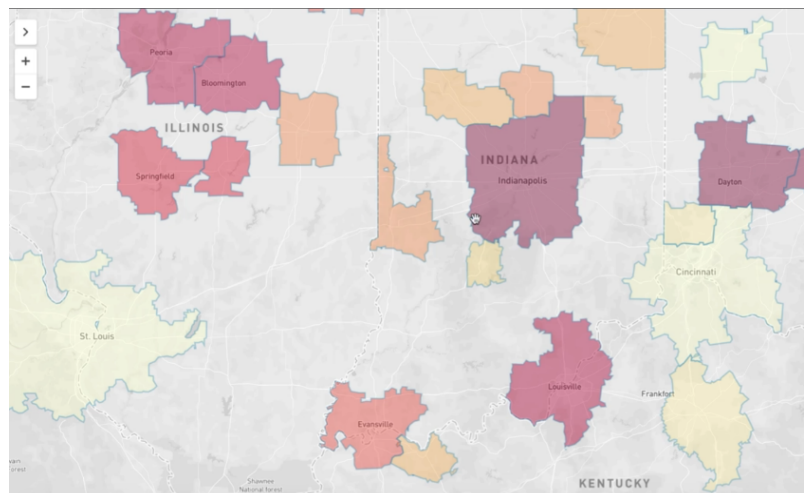# hopara

Hopara Use Case

Explaining the unexpected.

Headquartered in Medford, MA, with an innovation center in San Francisco and operations throughout North America, Agero handle over 12 million roadside events annually and for dozens of leading corporations. Agero is working with leading vehicle manufacturers and insurance carriers to drive the next generation of roadside assistance technology forward putting technology front and center in a   transformative digital roadside platform powered by SF-based Swoop.

Industry: Transportation

Business Problem: Agero sells roadside assistance services to drivers across the country, with service fulfilled by a network of tow truck operators similar to AAA. Partners have a lot of autonomy and often negotiate individual contracts with the company. Gas prices and average distances can vary tremendously from region to region, and Agero has its own operating zones that range beyond traditional city/ state lines. Macro / summary data about operating performance is available, but the company wanted to make a more user friendly version available to regional operating managers with the ability to see region-wide data and drill into the performance of each individual partner within their respective region.

Solution: Visualize nation-wide incident data to find customer response time and financial performance trends, by partner, by incident type, enabling both regional managers and corporate financial executives to evaluate and potentially re-negotiate partner contracts based on actual expense variances.

As shown in the image above, this Hopara App uses data from the client's operations center, combining incident response time, distance, mileage charges according to each individual partner contract, overlayed on a map with client-generated custom regional boundaries.

- Users can get a nation-wide view color coded by profitability for immediate performance analysis

- Roll over any region to reveal a table with detailed information

- Share via email, Slack, or add a note to the facility file to communicate findings with care providers, facility staff, or research partners

Using Hopara's detail on demand drill down capability, regions are color coded by degree of profitability, which enabled users to quick focus on areas of high interest/impact first, streamlining the company-wide analysis process.

Results: While initial macro view indicated sub-par operating performance in specific regions, further drill down identified the underlying cause, which was in fact a cause of reduced performance in other regions but at a smaller scale.

Aha Moment!

Specific region factors (confidential) had a dramatic impact on profitability per incident, and resulting net regional profitability.

Bonus Value:

The data analytics team driving this project were experts trained in CS, ML, and Tableau. The regional managers and corporate finance professionals were not. But to navigate the Hopara App required no additional training, a benefit noted by multiple users - 'we just jumped on and starting navigating around, it was great'.

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