5 Ways Location Intelligence Transforms Your Operations
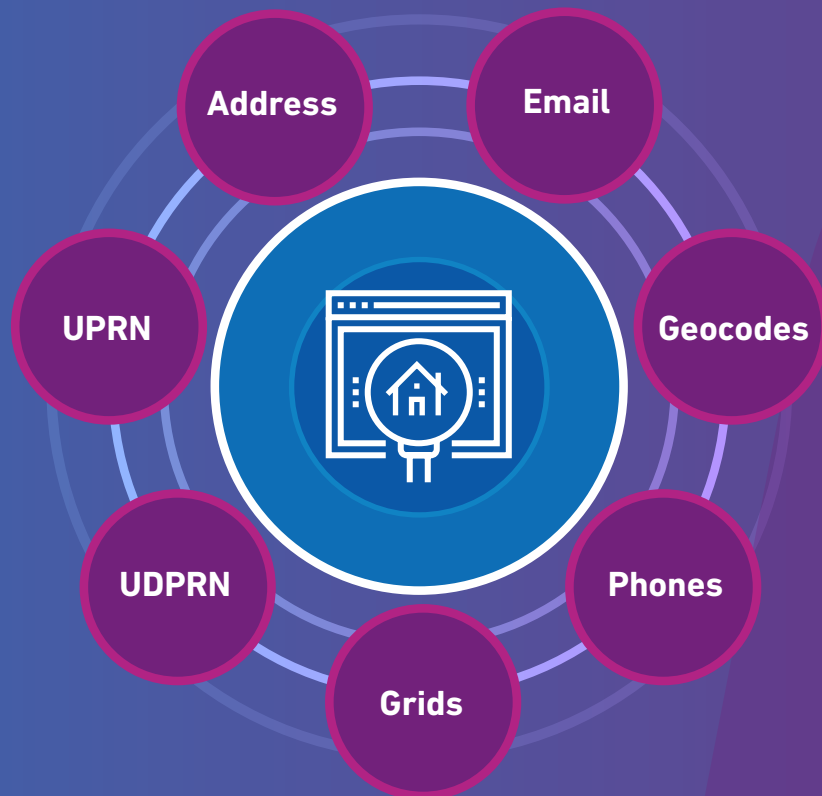
What is location intelligence?

Location intelligence is the information and strategic insights derived from the use and analysis of location data, of which there are many forms.

Location intelligence primarily relies on geospatial information, enriched with business data, to empower understanding and action to solve common challenges.

Better provision of services, streamlining customer services and driving operational efficiencies are just some of the benefits experienced by organisations utilising location intelligence.

Address

Email

UPRN

Geocodes

UDPRN

Phones

Grids

In this e-book, we will explore 5 ways that location intelligence can transform your operations to deliver better business results.

Why is location intelligence so critical to organisations today?

As organisations digitalise their operations, they unlock the ability to use data to improve the services they provide. They can combine their own and third-party datasets, and get actionable insights like never before.

Location intelligence is no different. By combining a range of location based datasets, organisations have the ability to understand and visualise physical locations with accuracy.

This could be as simple as a package being delivered, to something more critical such as first responders arriving precisely at the scene of an accident or crime. These insights can make all the difference to the quality, speed and effectiveness of an organisation's service levels.

Simply put, for many organisations, 'near enough' is just not good enough.

" For many organisations 'near enough' is simply not good enough. "

Five ways that location intelligence can transform business operations and service provision.

1

Retail and eCommerce: personalise and enhance the customer experience

2

Transportation and logistics: optimise supply chain and ensure on-time delivery

3

Insurance: make accurate risk predictions

4

Telecommunications and utilities: identify property and infrastructure

5

Emergency services: accelerate response times

1. Personalise and enhance the customer experience in retail and eCommerce

Why is location intelligence important to retailers?

It's extremely important to retailers to understand as much about their customers as possible so they can personalise journeys and improve their engagement.

Location intelligence provides a key building block for retailers as they piece together an accurate view of customers who they would like to shop with them.

How do they use location intelligence?

Retailers use location intelligence to help personalise their marketing and sales efforts in order to improve their bottom line.

The experience retailers can provide is heightened by the use of in-store targeting and by offering insights, such as closest stores for click and collect services. Retailers can also use location data to predict local demand for products, plan store and warehouse locations and better understand the demographics, competition, advertising opportunities and transport networks around their outlets.

2. Optimise supply chain and ensure on-time delivery

Why is location intelligence important to transportation and logistics businesses?

Organisations move millions of valuable parcels and make countless service calls to customers and facilities every day. Failed or late deliveries and missed service calls can affect not only your business bottom line, but also the relationships with customers and supply chain partners you need to maintain.

How do they use location intelligence?

Many organisations use location intelligence to help deliver goods and passengers accurately to address and 'non-address' locations.

Often an address alone is not enough to reach your required destination and that when location precision is required through the use of geolocation codes, UPRN and other data sets. Location insight has rapidly become the critical piece to bridge the gap so you can successfully reach customers with timely deliveries and reach passengers' destinations on time.

3. Make accurate risk predictions in insurance

Why is location intelligence important to insurers?

Insurance companies require as much information as possible about a physical location to provide an insurance quote for a property and to help speedily process claims.

The speed and accuracy at which they can collect all this necessary information not only affects these processes but it also impacts the overall experience for their customers and supply chain partners.

How do they use location intelligence?

Insurance companies use location intelligence to improve their knowledge of a property in relation to other properties and physical aspects of the area (rivers, topography, etc.) and facilitate faster and more accurate quotes process. By combining publicly available information with commercial datasets they can access information such as flood risk analysis, property type, or number of rooms at an address, so they can paint a risk picture quickly and accurately. Moreover, they can reference the location of claimants properties with public data sets recording events such as seismic activity and weather conditions to help assist the identification of fraudulent claims.

4. Identify the location of property and infrastructure for telecommunications and utilities providers

Why is location intelligence important to telecommunications and utilities providers?

Telco's and utilities run huge infrastructure operations that go beyond the concept of an address. Location of plant within a network is vital to ensure accurate maintenance and repair operations. Additionally, their services are also not always delivered solely to addresses and these locations need to be stored in a consistent format to ensure efficient field operations.

They use location intelligence to clearly identify properties within their database and geographic attributes when an address alone is not always good enough.

How do they use location intelligence?

As the right location data and insights are crucial in planning, building and managing infrastructure, external verified location data - such as geocoding and reverse geocoding as well as UPRN data – are used to enrich internal data sets. This allows for the easy dissemination of information by location, as well as a consistent and reliable basis for analysis and planning.

5. Accelerate response times in the emergency services

Why is location intelligence important to emergency services?

Speed. Accuracy. Safety. These are three core objectives of any first responder team. From the call agent to the physical responder, getting to the scene of an emergency quickly and safely, is paramount.

And yet, traditionally the emergency services can struggle to decipher precise locations when emergency calls come in due to a lack of available data points. The more information first responders have at their disposal the greater their chances of a timely intervention.

How do they use location intelligence?

The emergency services use location intelligence to improve their knowledge of physical locations and accelerate their response times.

People who contact the emergency services may not know what road they are on, or which town they are passing through. Location intelligence provides a way for the caller to work with the emergency call agent to identify their precise location and to speed response.

Find out how location intelligence could help you

Experian provides a comprehensive suite of data quality and enrichment solutions for organisations of all sizes and sectors.

For over 25 years, we have brought clarity where there is complexity. We combine unique and unparalleled data, analytics, expertise and technology to help you better understand and meet the needs of your customers.

Whether you need to optimise and enrich data for better customer experiences or prepare data for improved business intelligence, we ensure that your data is accurate and reliable, so you can quickly turn information into insight, mitigate risk and make better business decisions.

Contact us today to discover more about Experian's location intelligence solutions – dataquality@experian.com

DISCOVER MORE