



Big Data Summit

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AAA Western and Central New York

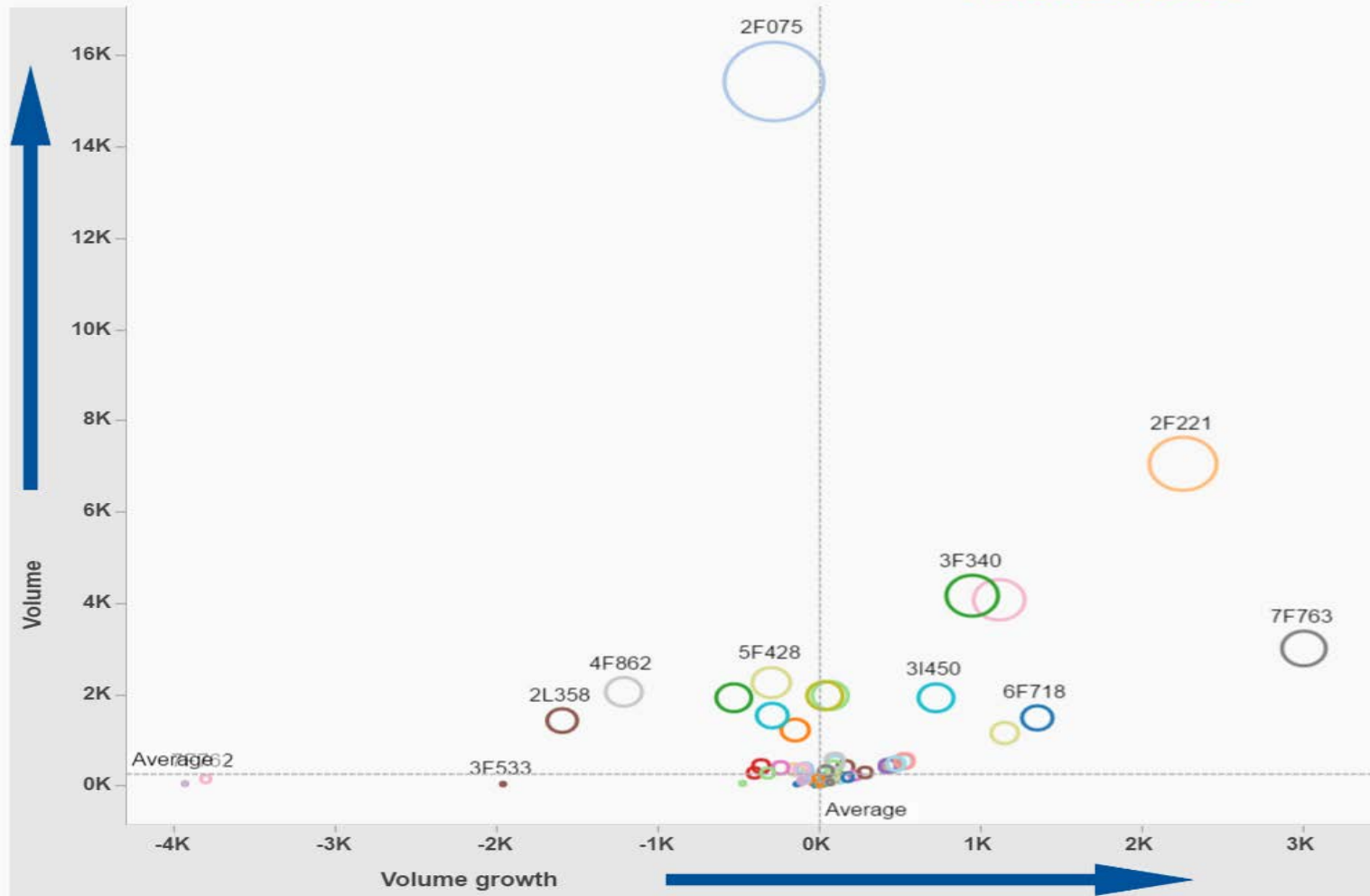
Hodgson Russ LLP

Thursday, June 2, 2016



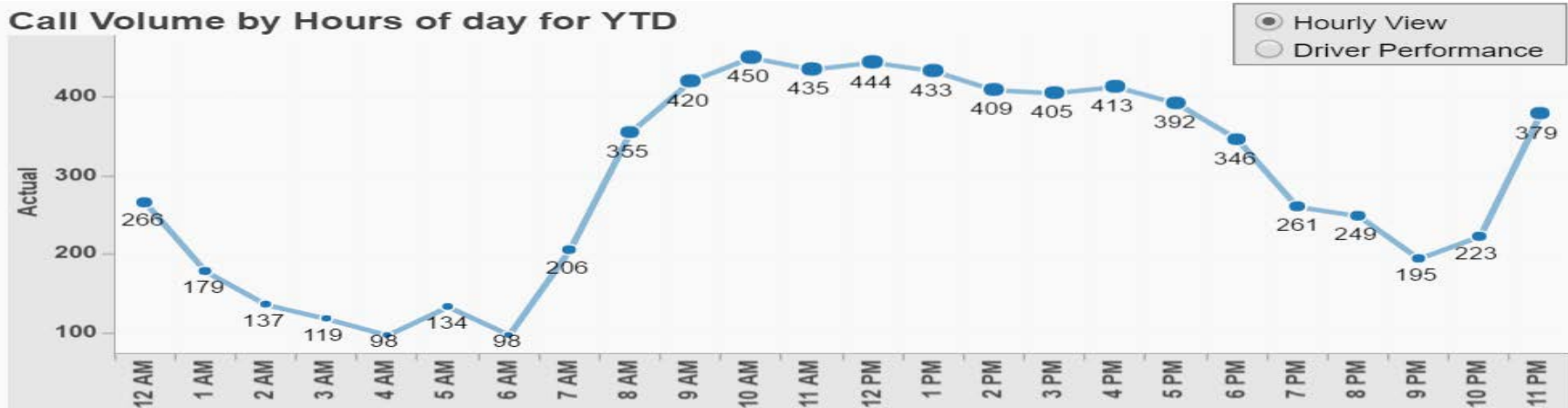
Road Service Event Volume

Correlations between Actual time periods and Change for **Paid Events**

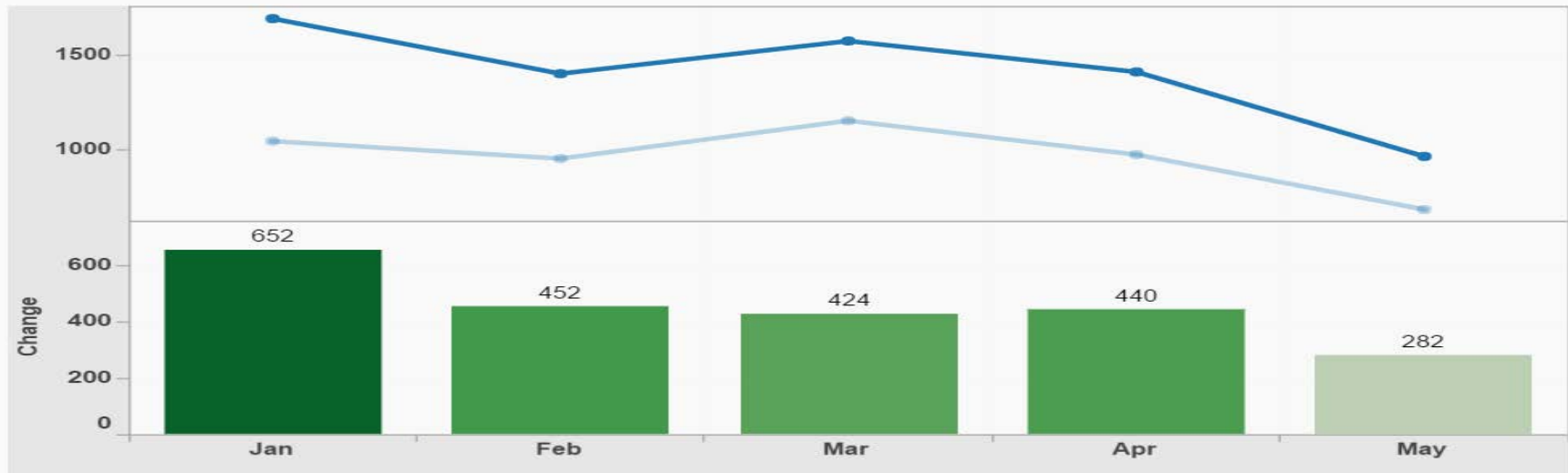


Event Volume Drill Down

Call Volume by Hours of day for YTD



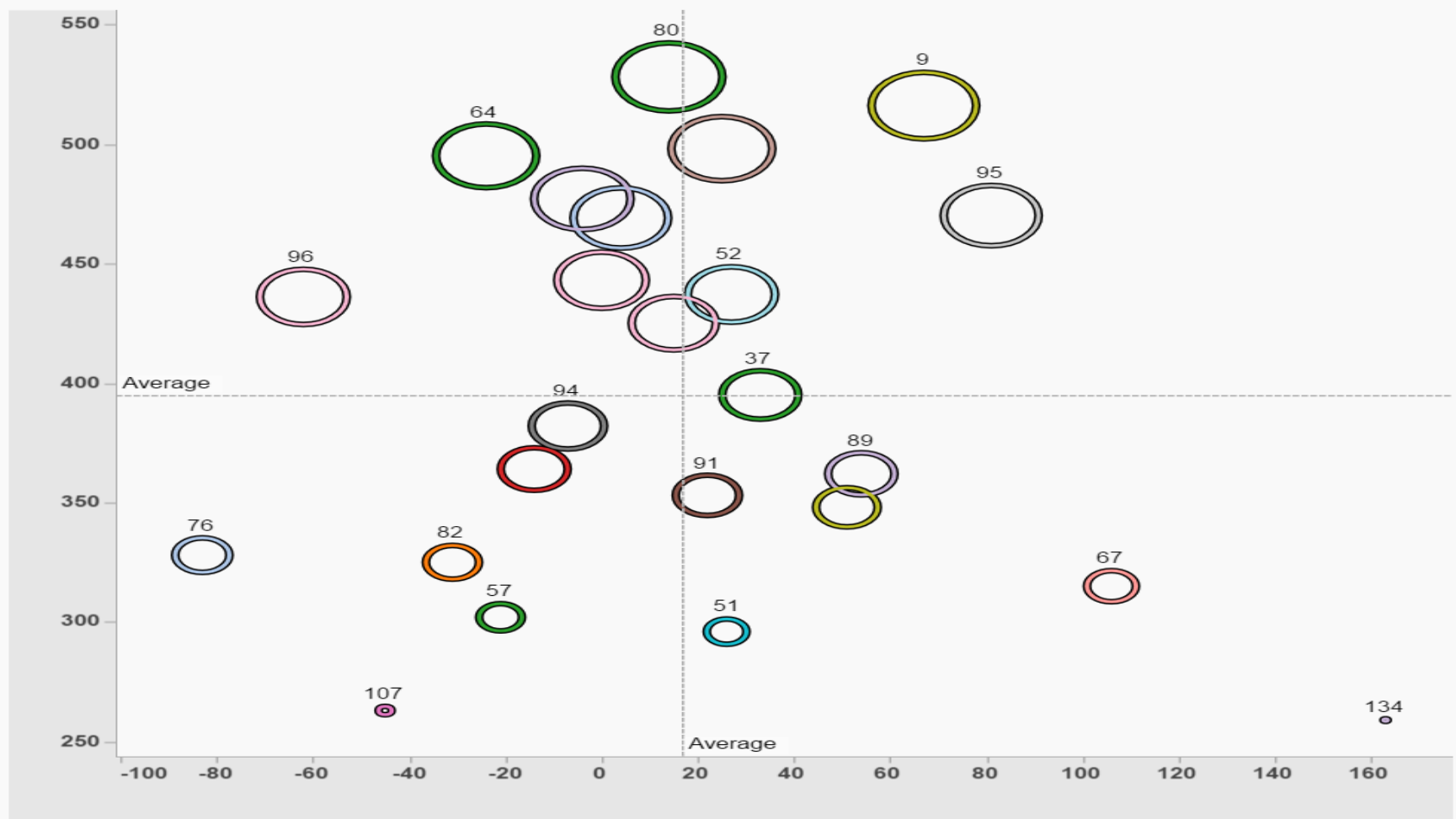
Change in comparison, also tracks the values for Actual time period.



Event Volume Drill Down

Drivers Performance for Station 2F075

- Hourly View
- Driver Performance

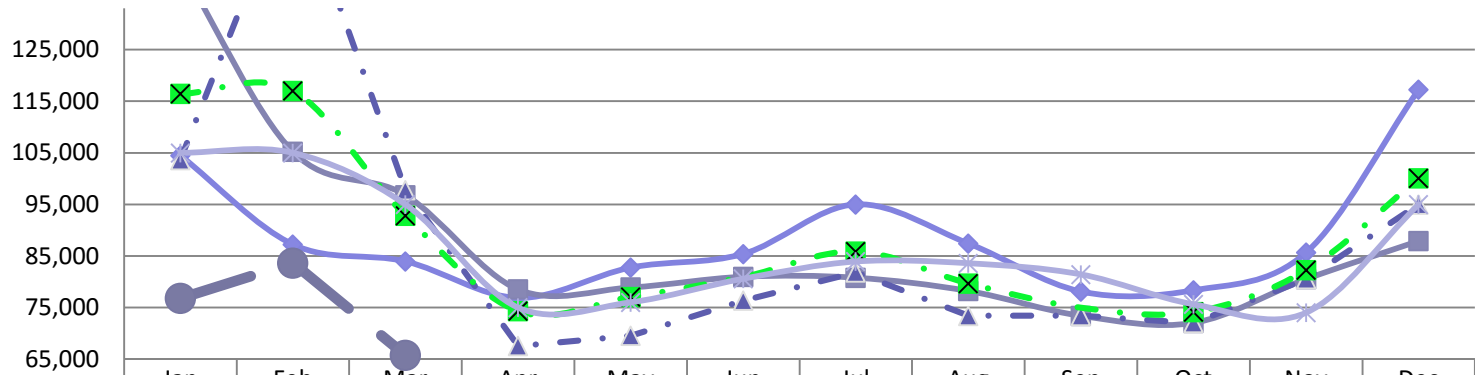


Scheduling --Weather is the biggest variable

- Between 35 and 75 degrees, weather doesn't drive much. Outside of that range, driver issue (slick roads) and mechanical issues (high temperatures) significantly drive volume.
- Weather people can't agree on a forecast so we use local and national sources to find a consensus on what is coming our way:
 - 10 days out we're looking at what might happen,
 - 5 days out we're planning for what most likely will happen
 - 24-48 hours out we're finalizing the response for what is going to happen.
 - Even then, they get it wrong and we have to adjust the plan same day.
 - Weather timing adds increased complexity because snow at noon is different then snow at 7 am.

Long Range Historical Volume

Historical and Forecasted MCC Volume



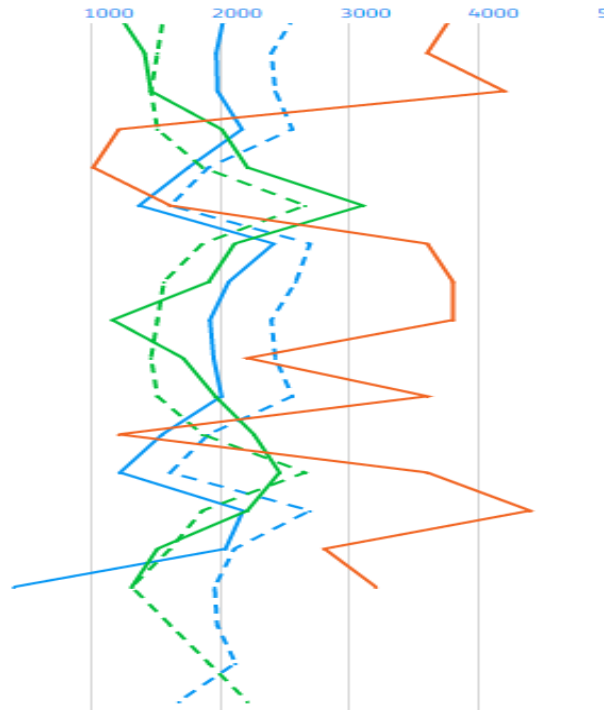
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	104496	87249	83966	76898	82763	85406	95015	87433	78122	78358	85681	117262
2014	141145	105223	96800	78528	78908	80984	80794	78223	73405	72040	80527	87917
2015	103641	158615	97774	67545	69533	76355	81829	73415	73405	72040	80527	95000
Average volume	116427	117029	92847	74324	77068	80915	85879	79690	74977	74146	82245	100060
2016 Forecast	105000	105000	95000	75000	76034	80600	83937	83600	81436	75648	74019	95000
2016 Actual Volume * Offered to agents	76800	83649	65,760									

- Helps with planning full year
- Prepares for seasonality
- Based on the past three years to help smooth anomalies
- Each year is different with significant swings being possible

Mid Range Forecast

- Standard Forecast ▾
- MCC Core Skills ▾
- Production Forecast ▾
- 2016-04-01 - 30 ▾

- 2016-04-01
- 2016-04-03
- 2016-04-05
- 2016-04-07
- 2016-04-09
- 2016-04-11
- 2016-04-13
- 2016-04-15
- 2016-04-17
- 2016-04-19
- 2016-04-21
- 2016-04-23
- 2016-04-25
- 2016-04-27
- 2016-04-29



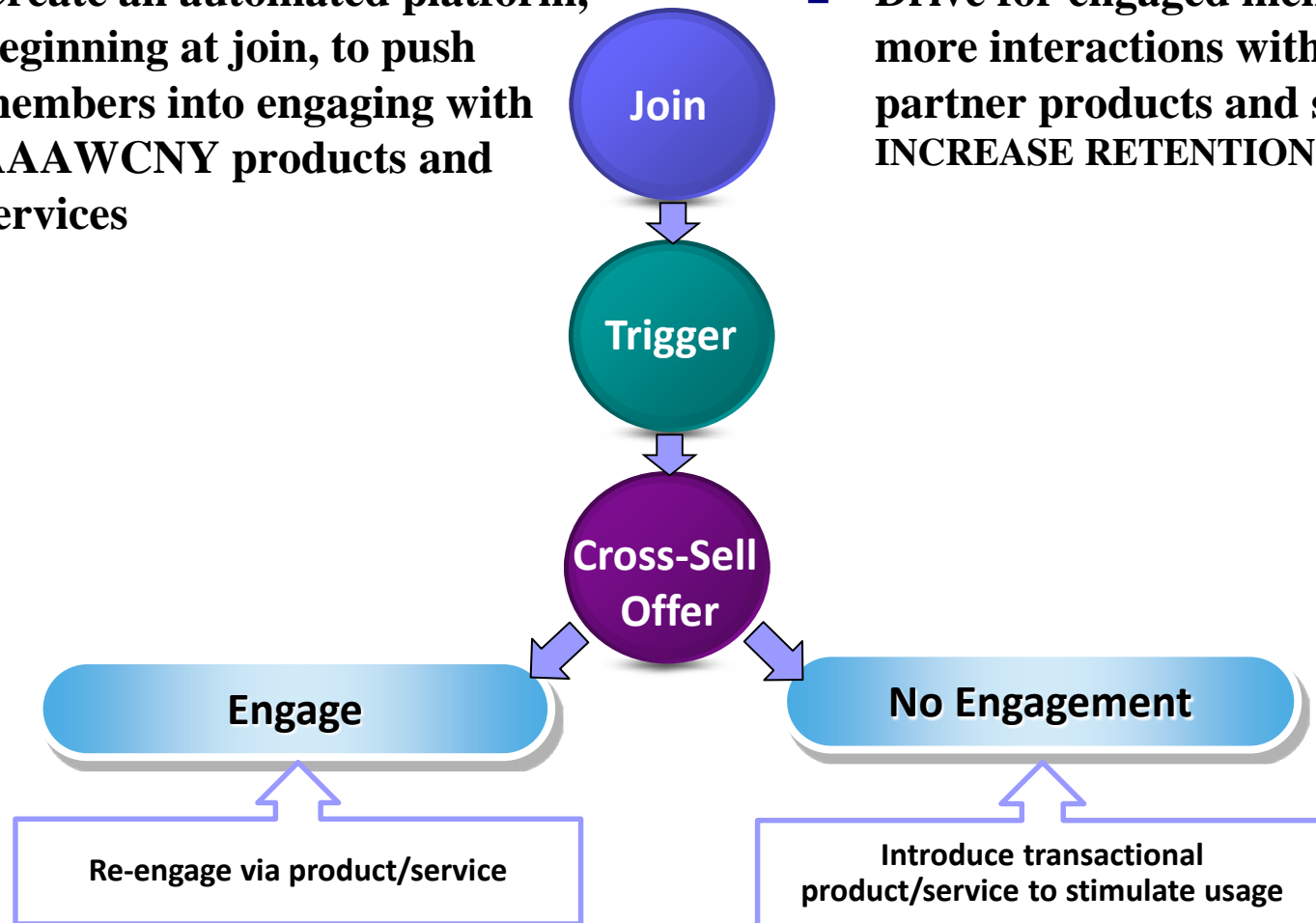
	Contacts Forecast	Contacts Actual	Actua
2016-04-13	2387	1958	93
2016-04-14	2417	1968	96
2016-04-15	2550	2158	81
2016-04-16	1897	1741	80
2016-04-17	1600	1358	83
2016-04-18	2687	2405	93
2016-04-19	2577	2055	94
2016-04-20	2387	1909	94
2016-04-21	2417	1937	86
2016-04-22	2550	1999	93
2016-04-23	1897	1538	81
2016-04-24	1600	1209	93
2016-04-25	2687	2167	97
2016-04-26	2099	2030	89
2016-04-27	1945	383	91
2016-04-28	1965	-	-
2016-04-29	2107	-	-
2016-04-30	1668	-	-
Summary	66863	50418	91

- Shows daily volume fluctuations
- Basis for planning anomaly days (Snow storms/very hot days)
- Gives detailed expectation by day for the month
- Based on historical day of week volume and patterns
- Good predictor for volume increasing or decreasing

AAA Western and Central New York Marketing Retention Strategy

- Create an automated platform, beginning at join, to push members into engaging with AAAWCNY products and services

- Drive for engaged members to do more interactions with AAA and partner products and services → INCREASE RETENTION RATES



**Business Rules /
Contact Strategy**

SOURCE DATA

- **Customer Data**
- **AAA Transactions**
- **Discount Transactions**

**TRIGGER
MESSAGING**

- **AAA Offers**
- **Collateral**

Direct Mail

Email


Push / SMS

Planned
Outbound
Call

Personalized
Statements

**Response
Analysis**

- **Purchase Behavior**
- **Opens / Clicks**
- **Offer Redemption**



HiJACK --Video

<https://www.youtube.com/watch?v=CekUwaPKUUM>

I don't need to look at
more data. What I'm
feeling with you is
already statistically
significant.

**...said no behavior
analyst ever!**

some**ee**cards
JUST CARDS

