



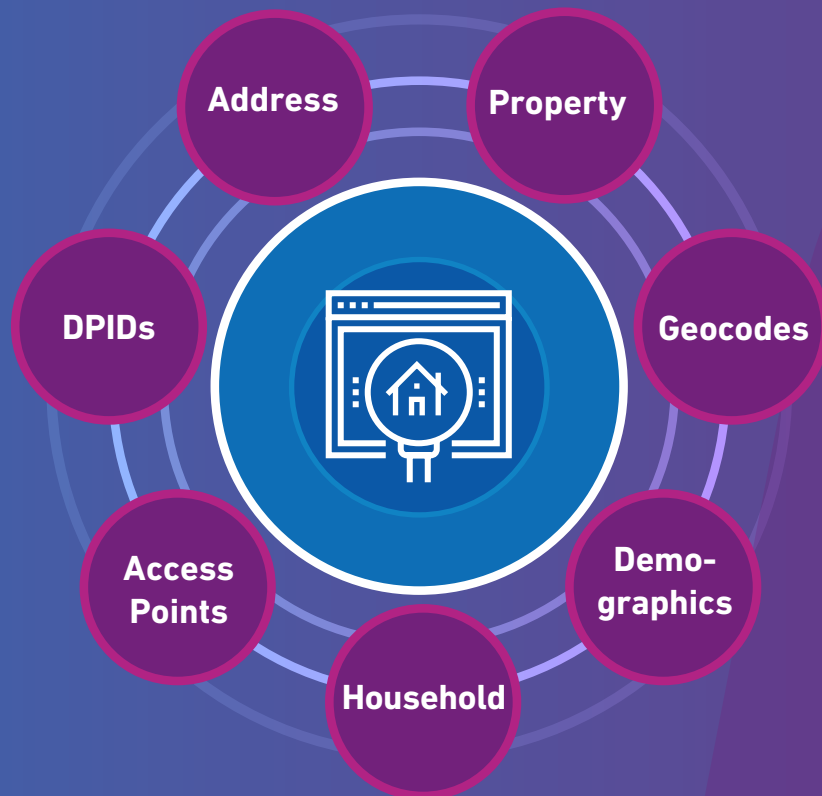
# USING LOCATION INTELLIGENCE TO DRIVE BETTER DECISIONS

5 WAYS THAT ORGANISATIONS CAN LEVERAGE STRATEGIC SPATIAL AND CONSUMER INSIGHTS

# What is location intelligence?

Location intelligence is the strategic insight derived from the use and analysis of location data.

Organisations have the ability to truly understand their customers and pinpoint physical locations by combining a range of location and consumer demographic datasets with their own data. Location intelligence includes:



---

**In this e-book, we will share how organisations can leverage the power of geospatial intelligence to solve business challenges.**



# Why enhance your internal view with external insight?

Trusted data is essential for organisations looking to streamline and improve the services they provide.

Location intelligence can make all the difference to the quality, speed and effectiveness of an organisation's service levels. It helps organisations to understand your customers, identify where they are and develop strategies to best serve them.

Ensuring the accuracy and completeness of data is an important step. For example, organisations are able to deliver targeted, timely communications to the most loyal customers to something more critical such as first responders arriving precisely at the scene of an accident.

---

▮▮ **For many organisations, 'near enough' is simply not good enough.**



# Five ways that location intelligence drives better decisions and experiences.

1

**Retail and eCommerce**  
enhance the customer experience



2

**Transportation and logistics**  
increase delivery efficiency



3

**Insurance**  
make better risk predictions



4

**Telecommunication and utilities**  
support network infrastructure



5

**Emergency services**  
accelerate response times







# 1. Personalise and enhance the retail experience

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 deliver targeted marketing, personalise multi-channel journeys, and improve their experience to boost loyalty.

How do they use location intelligence?

Location and household intelligence enables them to build an accurate view of who their customers are, what they want and need, and how best to reach them.

Retailers can also use location data to help logistics partners deliver goods, predict local demand for products, plan store and warehouse locations, and better understand the demographics, competition, and advertising opportunities around their outlets.



## 2. Optimise delivery efficiency



Why is location intelligence important for logistics?

Logistics companies move millions of valuable parcels and make countless service calls to customers and facilities every day. Failed or late deliveries can affect not only your bottom line and efficiency but also your market reputation and relationships with customers and retail partners.

How do they use location intelligence?

Many organisations use location intelligence to help deliver goods quickly and effectively. An address alone is often not enough to reach the front door, so geospatial data such as building access point geocodes can be used to help optimise route plans for greater delivery capacity and avoid any issues in last-mile delivery.



### 3. Make better risk predictions

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 and facilitate more accurate quotes. By combining publicly available information with household and location information such as property type, or number of people or rooms at an address, they can paint a more accurate picture of risk.





A large offshore oil rig is illuminated at night against a dark blue sky with scattered clouds. The rig's complex structure, including multiple levels of decks, ladders, and large cylindrical storage tanks, is lit up with warm yellow lights. A tall crane is visible on the right side of the rig. The rig is situated in the middle of the ocean.

## 4. Better support network infrastructure and customers

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. The location of plant or property within a network is vital to ensure accurate maintenance and repair operations. Additionally, services are also provided in non-addressable locations, which need to be located and met.

How do they use location intelligence?

Location data insights are crucial in planning, building and managing infrastructure. This ensures pinpoint accuracy to dispatch support services, as well as reliable information for analysis. It is also used to clearly identify properties and analyse households within their database.



## 5. Accelerate response times in the emergency services

Why is location intelligence important to emergency services?

Speed, accuracy, and safety 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.

Enriching addresses with precise location insight enables faster dispatch times from the nearest depot and route planning so they can reach the correct location when there is no time to waste.





## How Experian can help

Experian provides customer and location data insight, analytics, expertise and technology solutions for organisations of all sizes and sectors 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 can help you untap the potential of location intelligence to power better outcomes for consumers and businesses.

Contact us today to discover more about Experian's consumer and location insight.

[DISCOVER MORE](#)



© Experian, 2023. All rights reserved  
The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

Experian Ltd is authorised and regulated by the Financial Conduct Authority.  
Experian Ltd is registered in England and Wales under company registration number 653331.  
Registered office address: The Sir John Peace Building, Experian Way, NG2 Business Park,  
Nottingham, NG80 1ZZ.

