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How a leading American multinational Transportation Network Company (TNC) efficiently managed its map data services

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Client description

- Client American multinational transportation network company
- Industry type Transportation
- Products/Services Mobile App, Website
- Areas of operations Worldwide
- Annual revenue US\$11.27 billion (2018)

Challenge

The American multinational Transportation Network Company had processes with high dependency on human validation that which made them error prone. There were many customer issues with respect to map data quality and mapping accuracy, leading to escalations and customer dissatisfaction.

Across the ecosystem, there was lack of automation and process engineering for processes that affected operational efficiency.

Solution

The client opted for Wipro's geospatial services. The service covered creation, support and maintenance of map data services for the client for their navigation apps, ride-hailing, autonomous cars, 3D analysis, and location analytics services.

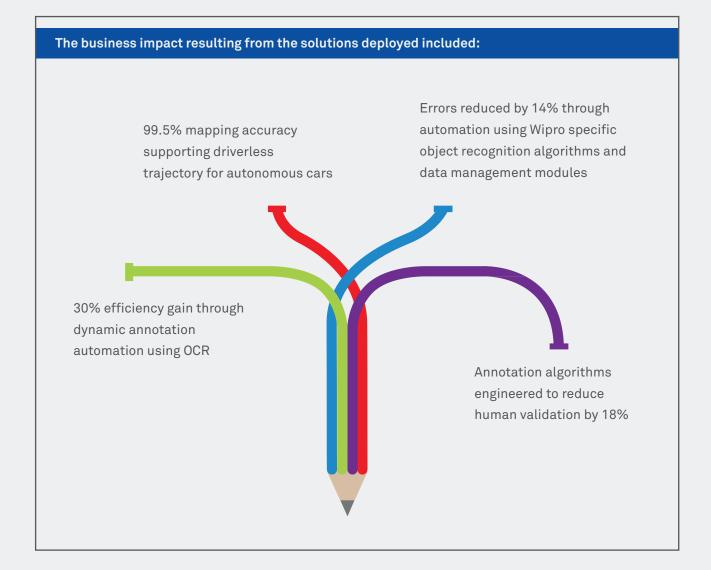
We delivered:

• Faster GTM and delivery of high accuracy map data through our IP based AI/ML tools The client achieved 99.5% mapping accuracy, supporting driverless trajectory for autonomous cars by leveraging automation

- High operational efficiency, qualitative and timely delivery of data to clients with our integrated offering (automation, quality management, process engineering, L&D and data management) under one roof
- Map ops and data conflation framework for the customer



Business impact



"Using Wipro's geospatial services, the client achieved 18% reduction in human validation, leading to 14% reduction in errors" **Prakash J** Senior Manager Knowledge Services



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