

# THANKS TO AIGLE MAPS, FIND AN AGENCY IN ONE CLICK ON GROUPAMA.FR



On GROUPAMA's website, [groupama.fr](http://groupama.fr), the clients can locate their nearest agency. This functionality was originally implemented on the basis of a Mappy Pro solution.

## Goals

The goal was to replace the service provided by Mappy.fr by a Google Maps one, preserving all the functionalities of consultation, while improving the updating process - knowing that the latter is not totally in accordance with the initial demand.



## Solution

Business Geografic, in partnership with gPartner, the official supplier of Google Maps and Google Earth in France, implemented a search application to locate agencies.

In order to locate the nearest agency easily, a particularly intuitive process is proposed to the Internet user:

- Indication of its city postal code
- The application indicates the nearest agencies on the map and displays them in a list. The Internet user can choose the zoom level (display of the agencies at city level or regional level)
- Clicking on the map or on the list of agencies opens the agency data sheet that includes the complete contact details as well as a photo of the agency store window.
- Using this "agency data sheet", the user can come back to the list of local agencies, contact an adviser and obtain a route.
- To obtain this route, the user simply needs to indicate

the address of the starting point - thanks to an input field equipped with an address suggestion feature - as the address of the ending point is already pre-entered. Thanks to that information, the application produces the roadmap of the shortest route, including the directions to take, the journey time and the related map. Of course, the user can also obtain the return map.

The updating process enables Groupama to be independent in the management of the information concerning its agencies. Business Geografic provides an application, in SaaS mode, allowing Groupama to implement a geo-coding of each new agency and to manually adjust its location in order to be more specific, via a cartographic interface.

## Technical means

**AIGLE Maps manages and displays Groupama's data (localization, contact details and photos of the agencies, association with a regional centre)**

**Google Maps API Premier manages the cartographic data (functionalities of the map, plan and satellite sight, route)**

**The delivery of an API allows Groupama to integrate the application on its website in a completely autonomous way.**

### About the sponsor Groupama

Groupama is a mutual insurance company, as well as a bank and financial service provider. Nowadays, it employs 39,000 employees serving 16 million partners and clients.

1<sup>st</sup> first French mutual insurance company

6<sup>th</sup> French insurance company

15<sup>th</sup> European insurance company

17.6 billion euros turnover in 2010

398 million euros net profit in 2010

