



**The National Auto Club**



## Road Safety Call Center Project

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**AAP**



# New Road Safety Call Center

## ■ Project Objectives:

- The primary objectives of the Road Safety Call Center project are:
  1. to make available to motorists a venue for reporting:
    - Hazardous road conditions
    - Materials, vehicles, equipment, situations, and even persons posing hazards to motorists
  2. to facilitate a quick and reliable means to relay these reports to the appropriate government agencies which, in turn, will be able to act on the reports faster
- In addition, the Road Safety Call Center will also act as a means to collect, collate, and distribute Road Safety-related data and statistics from various sources including:
  - Motorists
  - Concerned government agencies
  - Concerned NGO's

# New Road Safety Call Center Characteristics

- **Dedicated Call Center Resources**
  - Call Center facility
  - Call Center agents
  - Researcher
  - Operating hours: 8am – 5pm (initially)
    - To be complemented by AAP's 24x7 ERS Helpdesk
- **Understanding and agreement with concerned agencies have been secured**
  - each partner assigns coordinator/s to the project and commits to act on phoned in reports
- **All motorists (not just AAP members) may use the Call Center**

# The Call Center Reporting & Data Collection Process

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A motorist is driving in Metro Manila



# The Call Center Reporting & Data Collection Process

The motorist observes a hazardous road condition on her way up Antipolo.



# The Call Center Reporting & Data Collection Process



# The Call Center Reporting & Data Collection Process

The Road Safety Call Center Agent makes a record of the call, taking note of the following:

1. Name and number of calling motorist
2. Location of hazardous road condition being reported
3. Nature of hazardous road condition
4. Other relevant information



Road Safety Call Center



In the process, the reported data is added to the Road Safety Call Center Data Bank for future data analysis and reporting

# The Call Center Reporting & Data Collection Process



Road Safety Call Center

The Road Safety Call Center agent relays the report to the appropriate Partner, in this case the DPWH



# The Call Center Reporting & Data Collection Process



Road Safety Call Center



Within a few hours of receiving the report from Road Safety Call Center, DPWH sends men and equipment to do corrective action on reported hazardous road condition.



# The Call Center Reporting & Data Collection Process

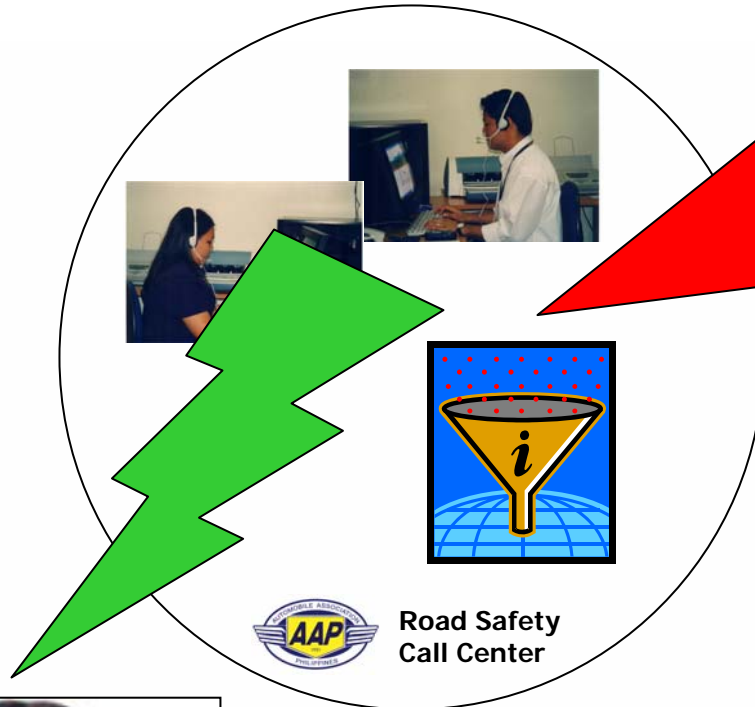


In the process, the "ACTION TAKEN" report is fed into the Road Safety Call Center Data Bank for future data analysis and reporting.

After DPWH completes corrective action on reported hazardous road condition, an "ACTION TAKEN" report will be sent to Road Safety Call Center



# The Call Center Reporting & Data Collection Process



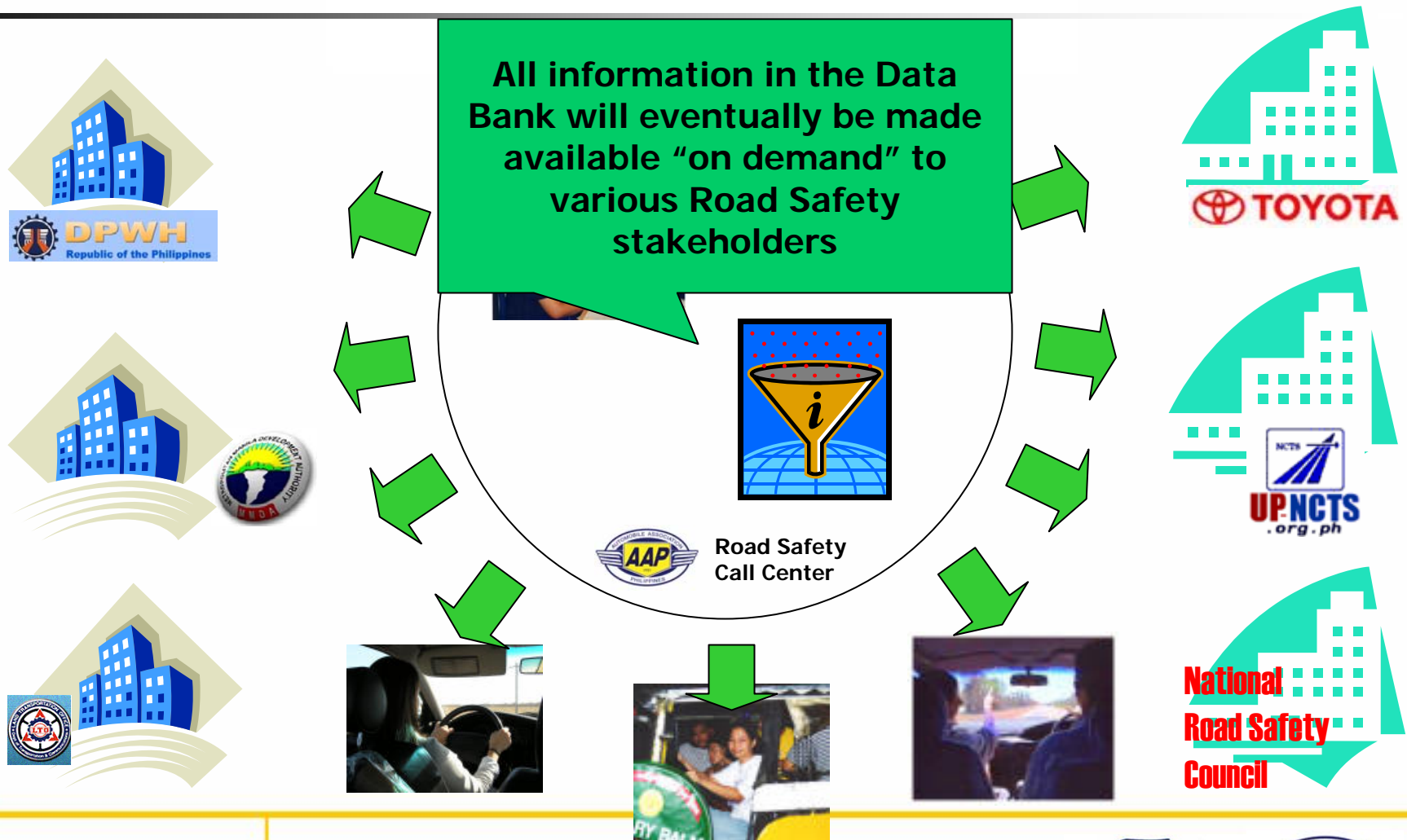
The Road Safety Call Center attempts to contact the motorist who reported the hazardous road condition to give feedback on "ACTION TAKEN" concerning her report.



# The Call Center Reporting & Data Collection Process



# The Call Center Reporting & Data Collection Process





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Thank You  
for calling the  
Road Safety Call  
Center!

