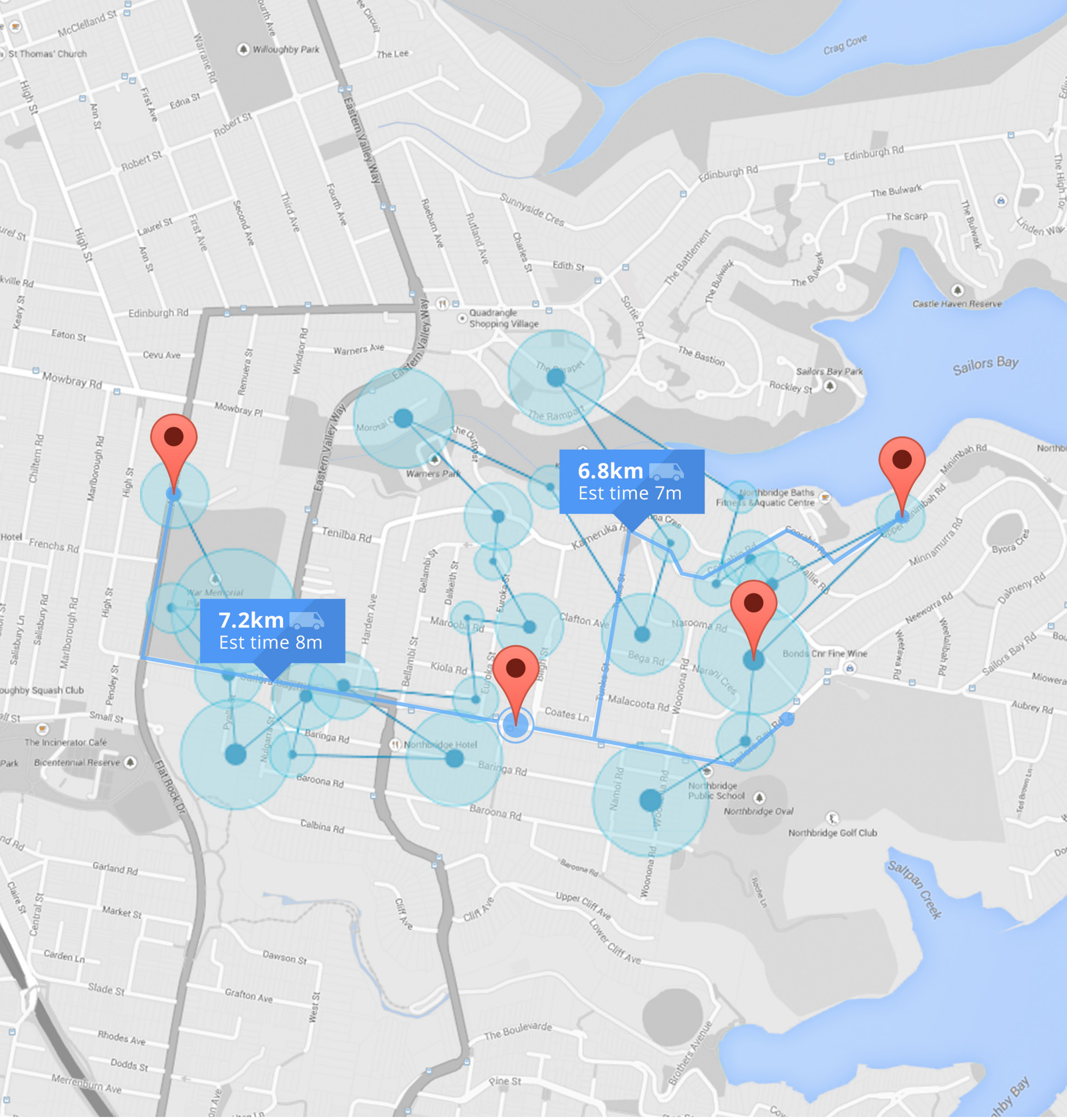

6.8km
Est time 7m
7.2km
Est time 8m

More than pins on a map

Google Maps APIs

How Google Maps APIs
can add value to your bottom line.

More than pins on a map

Every week, one billion people view 10 billion maps across one million different web sites. You're probably familiar with using Google Maps to show customers the location of services on a map. This report will outline many more applications, showcasing businesses that use Google Maps APIs to add value to their bottom line, improve productivity, delight customers and train staff.

We surveyed 381 APAC businesses, through an online survey and over the phone, about how they're using Google Maps APIs. This report offers a snapshot of their responses.

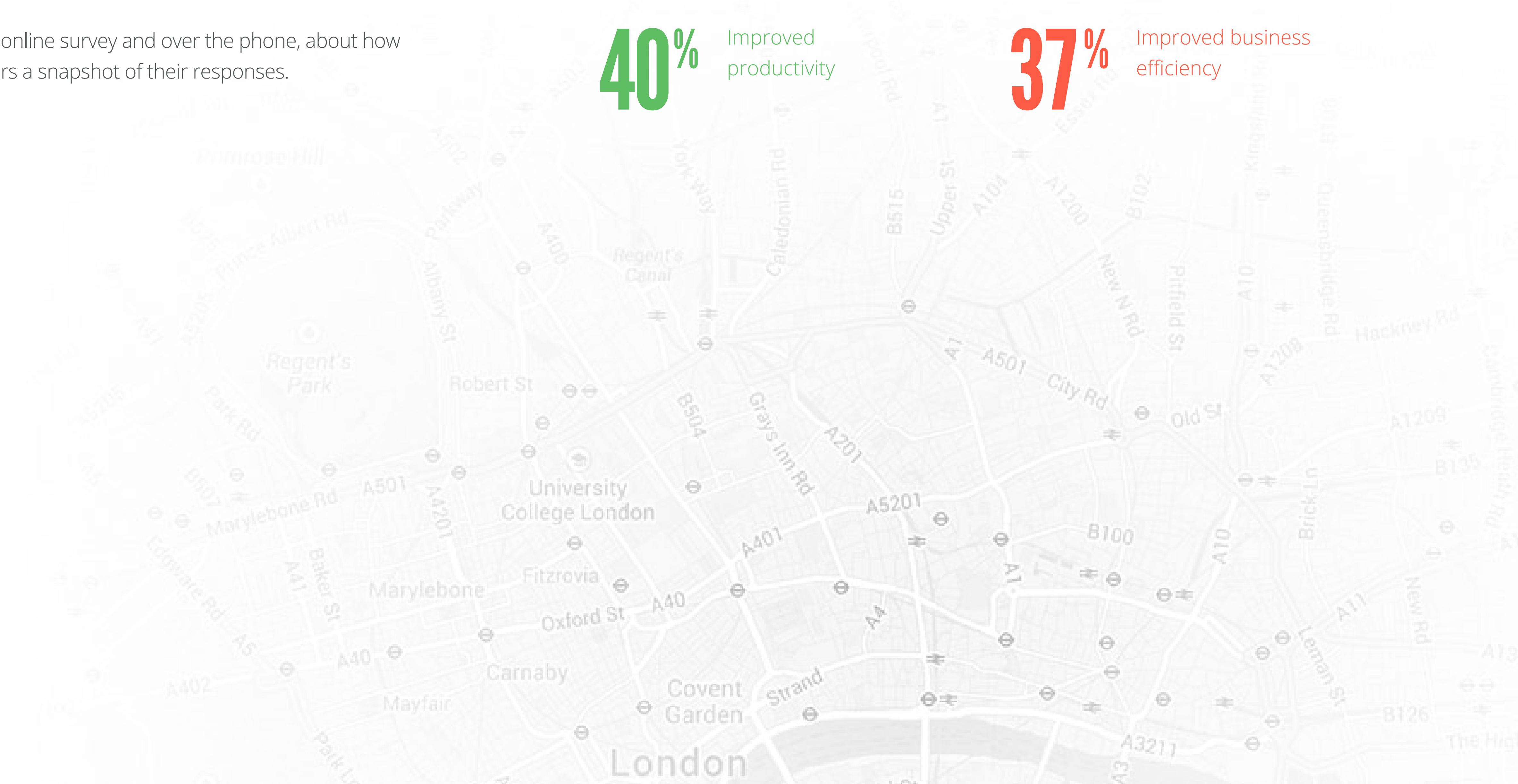
Key findings include:

94% Saw tangible business improvements

50% Boosted customer satisfaction

40% Improved productivity

37% Improved business efficiency

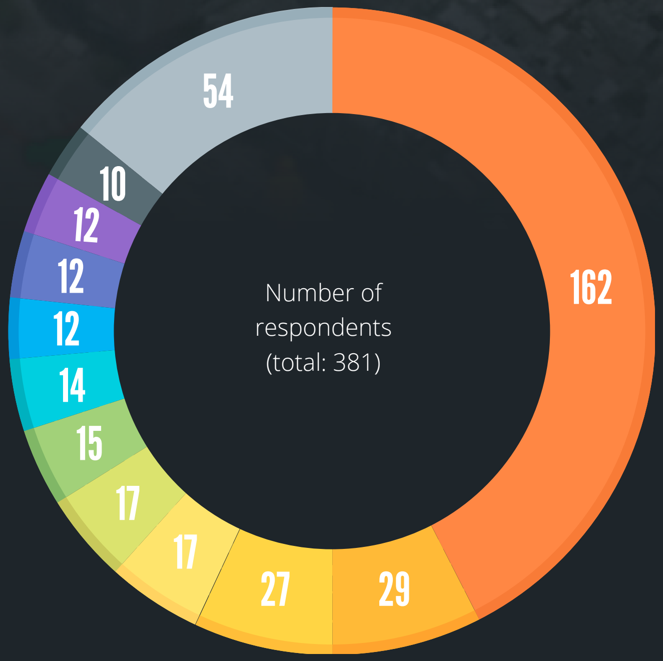

Primrose Hill
Prince Albert Rd
Parkway
Regent's Park
Albany St
Robert St
Regent's Canal
York Way
Caledonian Rd
Upper St
B515
A104
A1200
B102
New N Rd
Pitfield St
A10
Queensbridge Rd
Hackney Rd
A501
City Rd
Old St
A1208
A1209
B504
Grays Inn Rd
A201
A5201
B100
Brick Ln
University College London
Marylebone Rd
A501
A4201
A41
Baker St
Marylebone
Fitzrovia
Oxford St
A40
A401
A4
A1
A11
Leman St
Carnaby
Covent Garden
Strand
Mayfair
A402
A3211
B126
London

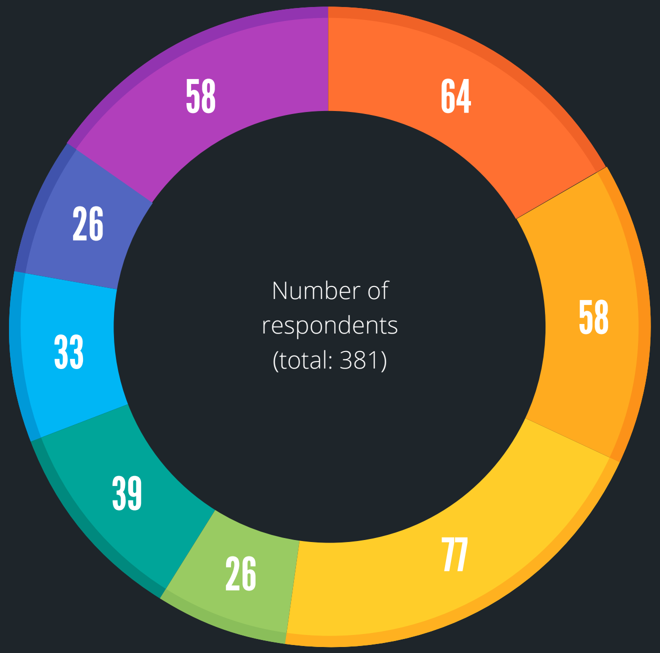
Who is using Google Maps APIs?

Businesses of all sizes across multiple sectors are benefiting from Google Maps APIs.

Survey respondents by sector

- IT (software, hardware, IT services)
- Telco
- Public sector/ Government
- Transportation
- Retail trade
- Financial services, including credit, insurance and securities
- Manufacturing
- Real estate
- Building/Construction
- Broadcast comms/ Media
- Utility
- Other (includes service, resource, healthcare, professional services, education, travel, automotive, agriculture, disaster prevention, tourism)



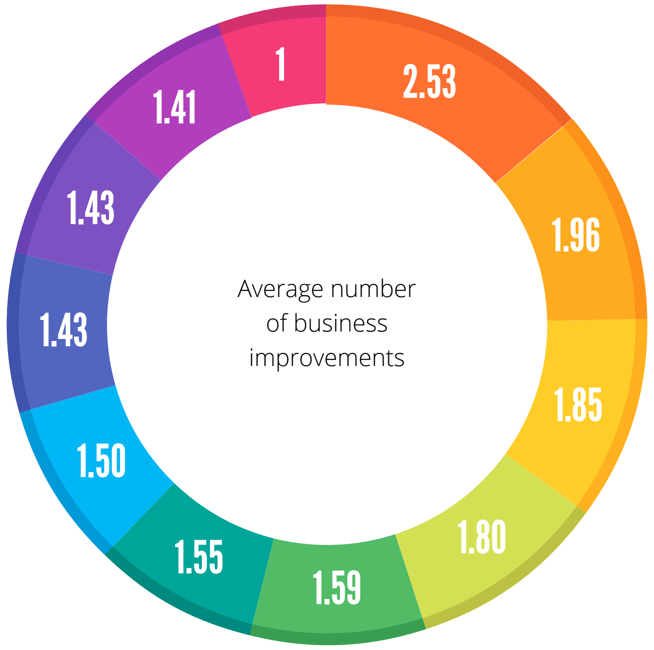


Respondents by business size

- 0-30
- 31-99
- 100-499
- 500-999
- 1,000-2,499
- 2,500-4,999
- 5,000-9,999
- 10,000 or more

One set of APIs, multiple solutions

Many survey respondents introduced Google Maps for a specific purpose — usually to show customers the location of services on a map. They soon discovered its potential across a number of departments.



Business improvements by sector

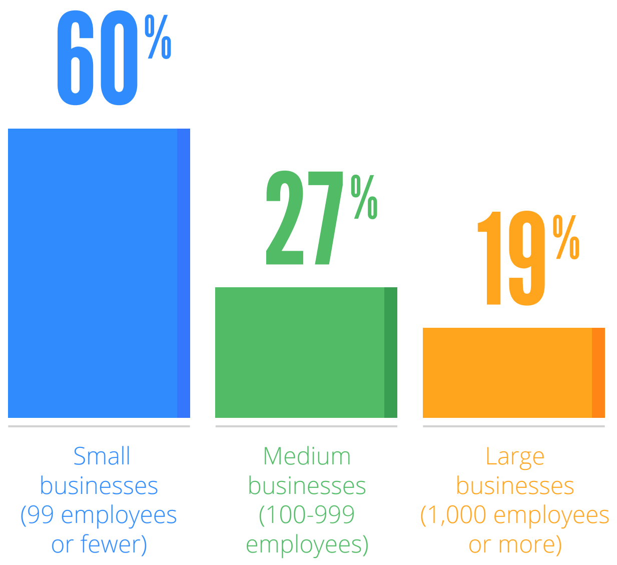
- Financial services
- IT (software, hardware, IT services)
- Public sector/Government
- Broadcast comms/Media
- Transport
- Real estate
- Building/Construction
- Manufacturing
- Service industry
- Retail trade
- Healthcare

As more companies encourage experimentation, Google Maps can be the catalyst for testing new theories and promoting innovation. Many people are familiar with Google Maps from outside the workplace and feel comfortable experimenting, then consulting technical specialists to help make them happen.

> “ We originally used Google Maps for a simple branch locator. Then we saw it could also help customers find other useful services, such as repairers. It's now used in digital claims and we're about to launch a new website using geo-location services. Pricing and actuarial are exploring how they might use Google Maps to understand risk at different addresses and to do flood mapping.”
>
> – Insurance provider, Australia

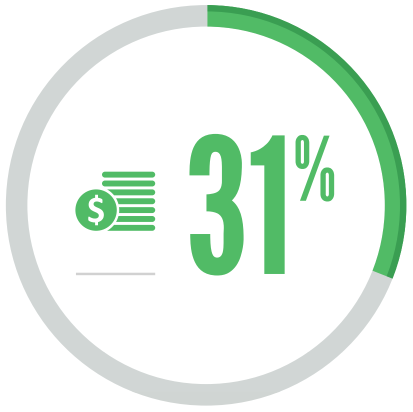
The opportunity for small businesses

Most small businesses using Google Maps APIs are IT companies, while medium and large organisations span multiple sectors. There's an opportunity for small businesses outside IT to leverage Google Maps APIs for competitive advantage. As larger businesses have demonstrated, you don't have to be a technical specialist to imagine solutions with maps.



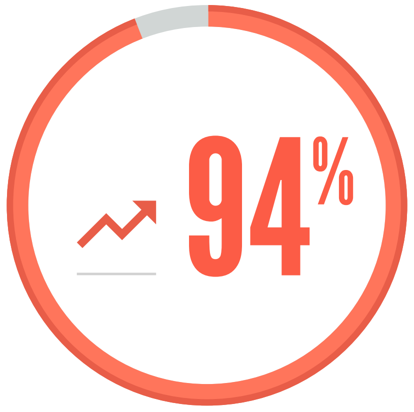
Adding value and saving resources

Both leading brands and up-and-coming challengers have found that Google Maps APIs give them a competitive edge. They're using the APIs as a canvas for business planning, to increase employee productivity, and as a platform for improving customer experience. Maps put information into context, making data easier to digest for employees and consumers.



31% of businesses reported that Google Maps delivered a nominal business value of over $100,000 since implementation.

10% reported a nominal business value of over $500,000.



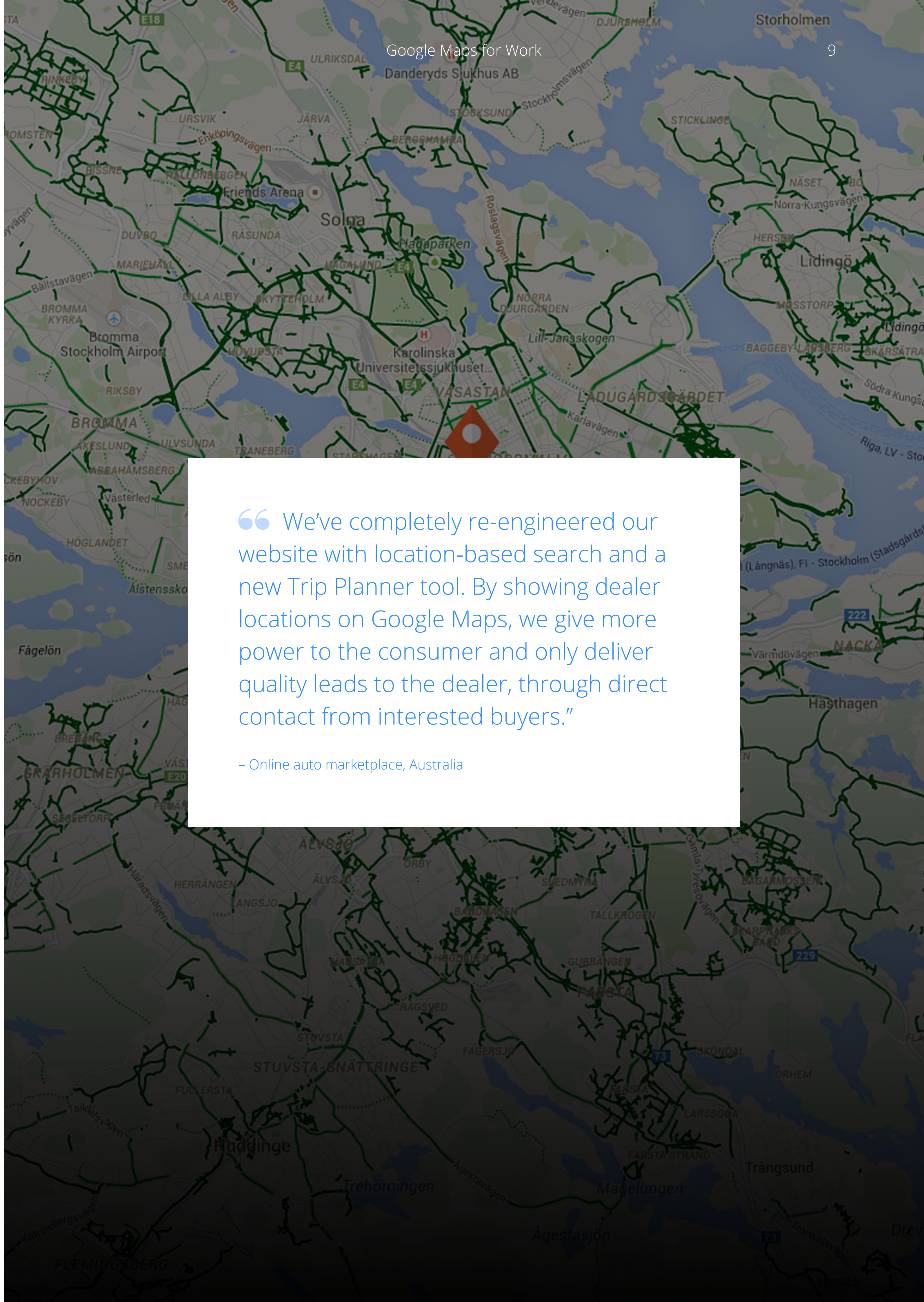
94% of business respondents using Google Maps APIs have seen tangible business improvements, with most observing improvements in more than one area of their business.

Re-imagining business models

The best business solutions pay for themselves while acting as investments for growth. Some businesses have used Google Maps APIs to create new revenue streams. For instance, an airline in New Zealand created an entirely new airport transfer model to compliment their core business. The airline may now become a consultant for other airlines looking to replicate their model.

> “We saw the opportunity to provide an end-to-end service for customers from their home to their final destination. No airline was providing airport transfers in New Zealand. We pulled together 20 local taxi operators. We send customers a Google Map from where they are to the airport, along with the projected driving conditions and taxi fare. We do the same at the destination.”
>
> – Airline, New Zealand

Other companies have reinvented how they do business, thanks to Google Maps APIs. For example, an online auto marketplace was the first in its category to integrate Google Maps APIs into its website. It’s now the only online marketplace in the market that shows locations of nearby cars for sale, which helps prospective buyers plan their route to view cars for sale at local dealers.


Storholmen
Danderyds Sjukhus AB
Solna
Friends Arena
Hagaparken
Lidingö
Bromma
Stockholm Airport
Karolinska
Universitetssjukhuset
VASASTAN
LADUGÅRDSGÄRDET
BROMMA
Fågelön
Hästhagen
NACKA
SKÄRHOLMEN
STUVSTA-SNÄTTRINGE
Huddinge
Magelungen
Trångsund

> “We’ve completely re-engineered our website with location-based search and a new Trip Planner tool. By showing dealer locations on Google Maps, we give more power to the consumer and only deliver quality leads to the dealer, through direct contact from interested buyers.”
>
> – Online auto marketplace, Australia

Reducing outages

The reliability of Google Maps APIs helps businesses save money and reduce downtime. One New Zealand airline saved thousands of dollars per month thanks to Google Maps' uptime.

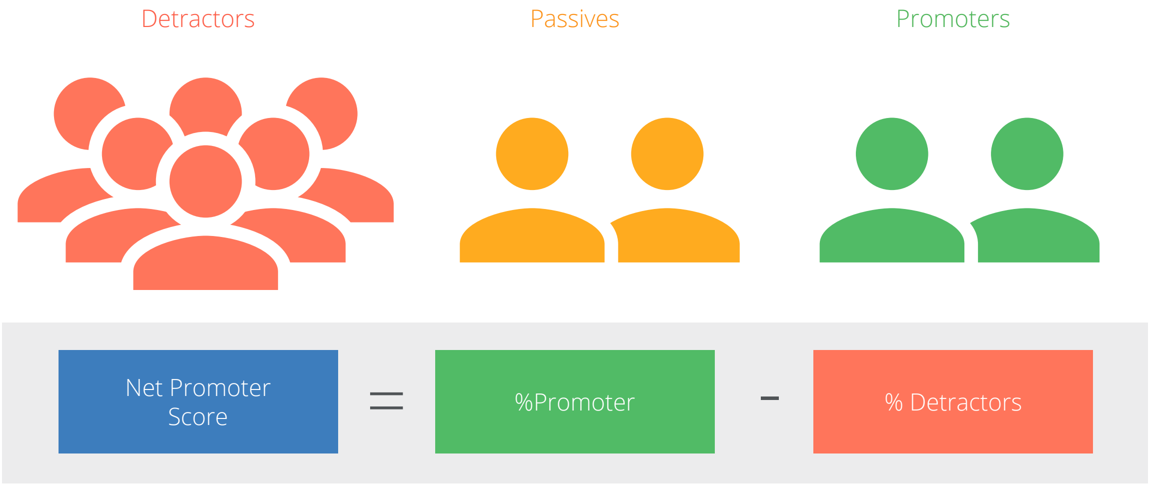
> Previous maps systems we've used were local and subject to outages. Every month they were down for a couple of hours with system updates. Given that we need maps to create routes and generate pricing, this meant our system fell for over two hours, losing us tens of thousands of dollars every month."
>
> – Airline, New Zealand

Improving customer experiences

Today, most businesses prioritise delivering an exceptional customer experience. ROI measures like Net Promoter Score (NPS) have come to the forefront as more businesses recognise the power of customer advocacy to drive brands and business value.

50% of respondents use Google Maps to boost customer satisfaction.

Businesses report that Google Maps APIs significantly contribute to customer advocacy measures like Net Promoter Score (NPS).



> Our singular, focused success measure in the company is NPS. Without Google Maps our NPS would undoubtedly suffer, both for customers and inside the organisation."
>
> – Telco, Australia

Businesses in the travel and leisure industry want to help customers make the most of their visits. An Australian museum wanted to make historical trails more enjoyable, so they used Google Maps APIs to create an interactive storybook plotted on maps of historical sites and trails. In sectors like insurance, brands improve customer experience by saving people time. Google Maps APIs, integrated into insurance providers' apps, enable fast digital claims by automatically and accurately showing the location of the user and accident.

Google Maps can also help brands provide more relevant and personalized services. Brands that pride themselves on being local champions can integrate Google Maps APIs into the customer experience to prove that value. For example, one insurance provider uses Google Maps APIs to reinforce their positioning as "your favourite local insurer."

Lobos Rock
Lands End
Veterans Dr
San Francisco Memorial
Fort Miley 6
Fort Miley 7
El Camino Del Mar
Lands End Trail

> “We’re using Google Maps to reinforce our local brand positioning by creating a much more personalised, relevant service. Our new website will map the nearest branch on every web page the customer visits.”
>
> – General insurance provider, Australia

Strengthening location-based insights

A strong customer value proposition is built on rich insights. Armed with insights from Google Maps, companies are improving their service delivery. An Australian health charity recently implemented Google Maps to research distances people have to travel to access essential healthcare services. These insights help them advocate for improvements in treatment and support.

> “Our goal is to provide a better service to cancer patients and their families. We began using Google Maps as a user-friendly solution to show people the location of cancer services and support groups. We recently started using Google Maps to research how far patients have to travel to access the specific healthcare services they need.”
>
> - Healthcare provider, Australia

Faster service at critical times

Many businesses rely on Google Maps to help speed up their services— and in some cases, speed is a matter of life and death. No time is more critical than the response time for natural disasters or accidents. With time-critical pickups in emergency situations, it’s important to locate people quickly, even when they’re disoriented. Emergency services have found the pinpoint accuracy of Google Maps invaluable.

> “Ambulances need to be at the scene within 20 minutes. With Google Maps this KPI is always met. We know this because we monitor all delays above 20 minutes and investigate the reasons. Invariably the delay is due to someone not using Google Maps – this may be due to a lack of training, or a person assuming they know the best route.”
>
> – Emergency services/disaster management software provider, India

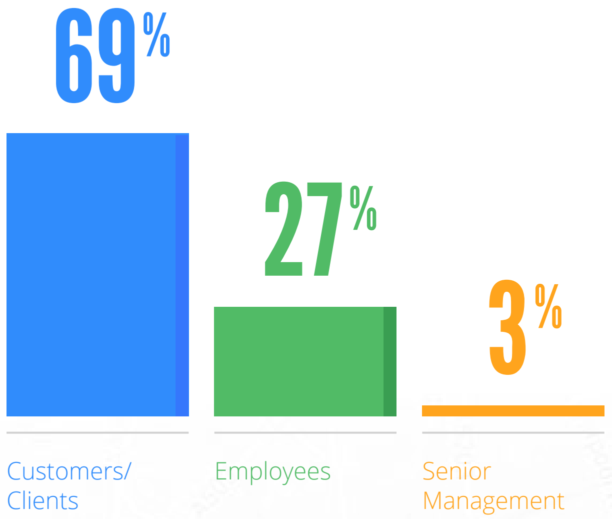
Encouraging innovation

Businesses are also seeing staff benefits in training, productivity and internal communications. Google Maps APIs help put information into context, so new staff can quickly understand what's going on and pass information to customers. Maps also help businesses with site and route planning, so mobile workforces can visit customers more quickly and only make trips that are absolutely necessary.

37% 37% of respondents benefited from improvements in internal efficiencies.

40% 40% of respondents saw improvements in productivity.

The Main beneficiaries of Google Maps



All respondents (n=381)

Maximising efficiency

Because Google Maps APIs are user-friendly and universally familiar, you don't have to be a technical specialist to imagine solutions. Organisations like the Australian government are using Google Maps APIs to streamline processes.

> “Our people don't need detailed knowledge of APIs to use Google Maps effectively. Prior to using Google Maps, we used to send data to an external specialist, who'd upload it to a staging site. They'd have to fit this into their processes and work schedules, and then send it back to us for approvals. We couldn't push the data live the same day. Now we can do it all ourselves, we can save a day a week in work time.”
>
> – Federal Government Department, Australia

Other businesses that rely on a mobile workforce use Google Maps for route planning to save fuel and ensure responsible driving. A management consultancy firm in Malaysia monitors its clients' delivery networks to raise efficiency and promote safety.

> “With Google Maps, our FMCG clients, who have large delivery networks, can monitor driver behaviour because they know how long a route should take. If drivers consistently take longer, say, 30 minutes or more over projection, it raises questions. If they consistently take less time, it suggests they may be dangerous drivers.”
>
> – Management consultancy firm, Malaysia

Improving communication

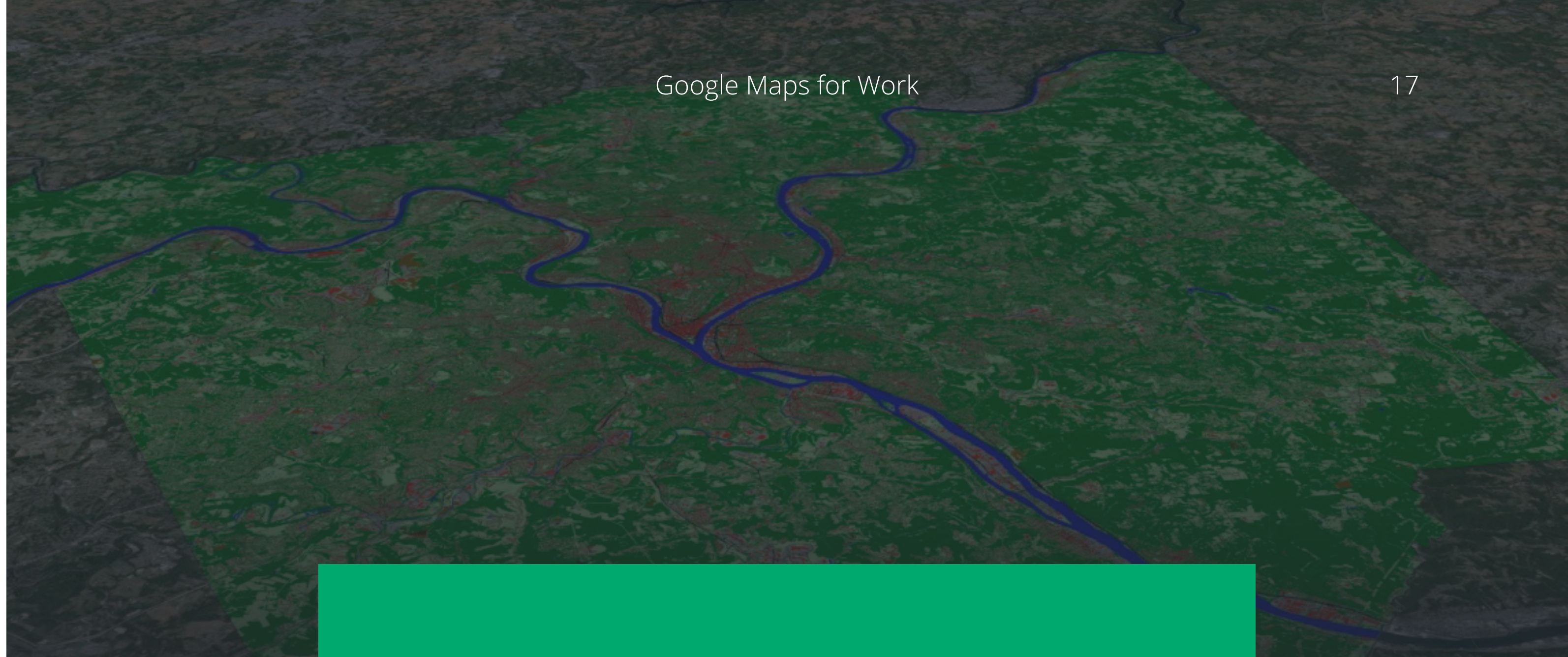
Businesses are also using Google Maps to save time and stress from miscommunication. By putting information in context with maps, technical departments can convey important information to others without confusion, saving time, energy and stress among staff.

> “We used to circulate a list of locations of [telecoms] network outages. My department now uses Google Maps to visualise outages. We only implemented it recently, but plotting this information on Google Maps is saving me hours every week. I don’t have to take phone calls from staff panicking about the network going down...Google Maps contextualises the information in a way non-specialists can understand. It allows them to quickly assess the likelihood of a business impact.”
>
> – Telco, Australia

Conducting remote site visits

Businesses need to scope out sites for new development. Retailers look for new sites with healthy foot traffic and road access, while large service organisations, such as telcos, need to extend their infrastructure and conduct feasibility tests at new locations. Visiting a remote site or conducting multiple site visits can quickly gobble up hours. Google Maps APIs enable remote visits so employees can spend their time on strategic tasks rather than trekking across the country. An Australian Ethernet provider found they could employ Google Maps APIs to do most of their site visits and put their engineers to better use.

> “Our company provides fixed wireless Ethernet (mostly to business customers) by placing a radio on customers’ roofs. We used to have to send an engineer out to scope out a location, with a turnaround of about a week. Now Google Maps provides terrain info almost immediately. The time and cost saved is phenomenal – about 150 days of manpower saved per year.”
>
> - Ethernet provider, Australia



What’s Next?

Many of the companies we surveyed introduced Google Maps to serve a specific purpose, but realized its potential for diverse applications. They’re finding new ways to use maps for business planning, real-time intelligence and customer engagement. We’re inspired by the customers across industries who are using Google Maps APIs as a visual canvas for more than just plotting points on a map. Whether you’re looking to add new revenue streams, reinvent your business model, improve the customer experience or save internal resources, Google Maps APIs could be the key to unlocking your business potential.

For more information about Google Maps APIs,
visit: http://g.co/mapsapi