

US00RE48359E

(19) **United States**
(12) **Reissued Patent**
Harris et al.

(10) **Patent Number: US RE48,359 E**
(45) **Date of Reissued Patent: Dec. 15, 2020**

(54) **APPARATUS AND METHOD FOR
AUTOMATED VEHICLE ROADSIDE
ASSISTANCE**

| | | | |
|-------------------|---------|--------------|-------------------------|
| 5,890,061 A | 3/1999 | Timm et al. | |
| 5,904,727 A * | 5/1999 | Prabhakaran | G08G 1/127 340/990 |
| 6,539,301 B1 * | 3/2003 | Shirk et al. | 701/200 |
| 6,694,234 B2 * | 2/2004 | Lockwood | G06Q 10/20 701/31.5 |
| 7,174,243 B1 * | 2/2007 | Lightner | G08G 1/20 340/989 |
| 8,036,160 B1 * | 10/2011 | Oakes, III | G06Q 30/02 370/328 |
| 8,755,779 B1 * | 6/2014 | Burks | H04W 4/043 455/404.1 |
| 8,781,958 B2 * | 7/2014 | Michael | G06Q 40/00 705/39 |
| 9,109,904 B2 * | 8/2015 | Forstall | G01C 21/20 |
| 9,426,293 B1 * | 8/2016 | Oakes, III | H04M 3/523 |
| 2001/0005217 A1 * | 6/2001 | Hamilton | B60R 11/04 348/148 |

(71) Applicant: **Esurance Insurance Services, Inc.**,
San Francisco, CA (US)

(72) Inventors: **Frederick Miles Harris**, San Clemente,
CA (US); **Deepak Kumar Srinivasan**,
Fremont, CA (US); **Philip James Swift**,
Novato, CA (US); **Paul David Sykes**,
Bainbridge Island, WA (US)

(73) Assignee: **Esurance Insurance Services, Inc.**,
San Francisco, CA (US)

(21) Appl. No.: **14/940,002**

(Continued)

(22) Filed: **Nov. 12, 2015**

Related U.S. Patent Documents

Reissue of:

(64) Patent No.: **8,583,320**
Issued: **Nov. 12, 2013**
Appl. No.: **12/493,103**
Filed: **Jun. 26, 2009**

(51) **Int. Cl.**
G01F 17/00 (2006.01)
H04L 29/08 (2006.01)

(52) **U.S. Cl.**
CPC **H04L 67/12** (2013.01)

(58) **Field of Classification Search**
CPC G01C 21/26; H04L 67/12
USPC 701/36, 902
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,334,974 A 8/1994 Simms et al.
5,808,564 A * 9/1998 Simms B60R 25/102
340/426.19

OTHER PUBLICATIONS

PCT/US10/38292, Esurance, Inc. International Search Report (Aug. 5, 2010).

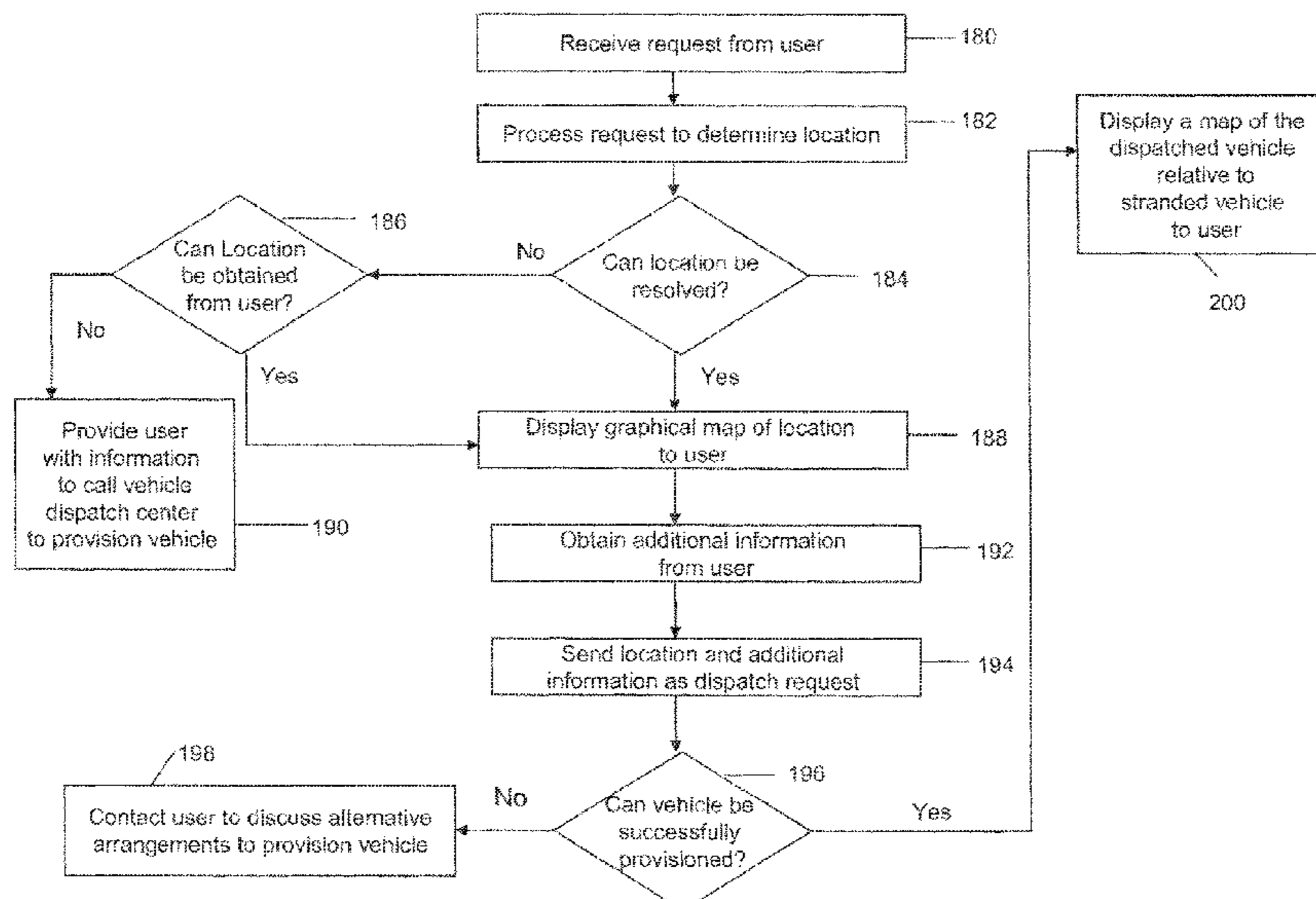
Primary Examiner — Fred O Ferris, III

(74) *Attorney, Agent, or Firm* — Banner & Witcoff, Ltd.

(57) **ABSTRACT**

A computer readable storage medium includes executable instructions to receive from a mobile device a request regarding a stranded vehicle. The request is processed to determine the location of the stranded vehicle. Additional information regarding the stranded vehicle may be retrieved. The location of the stranded vehicle and the additional information may be communicated as a dispatch request. The location of the stranded vehicle relative to a dispatched vehicle is delivered to the mobile device.

47 Claims, 5 Drawing Sheets



(56)

References Cited

U.S. PATENT DOCUMENTS

2002/0145666 A1* 10/2002 Scaman B60R 11/04
348/148
2003/0109244 A1* 6/2003 Tendler 455/345
2004/0198441 A1 10/2004 Cooper et al.
2004/0225582 A1* 11/2004 Spitzer G06Q 30/02
705/35
2005/0075767 A1* 4/2005 Dasti et al. 701/29
2006/0223518 A1* 10/2006 Haney H04W 4/023
455/420
2006/0258379 A1* 11/2006 Oesterling G07C 5/008
455/466
2008/0027761 A1* 1/2008 Bracha G06Q 40/00
705/4
2008/0052151 A1* 2/2008 Xie G06Q 30/02
705/14.54
2009/0143079 A1* 6/2009 Klassen G01C 21/20
455/456.3
2009/0177385 A1* 7/2009 Matas G01C 21/3614
701/533
2009/0216600 A1* 8/2009 Hill G06Q 10/06
705/7.14
2009/0233572 A1* 9/2009 Basir H04M 3/5116
455/404.1
2010/0151838 A1* 6/2010 Wormald G08G 1/096716
455/414.1
2011/0143670 A1* 6/2011 Farrell et al. 455/41.2

* cited by examiner

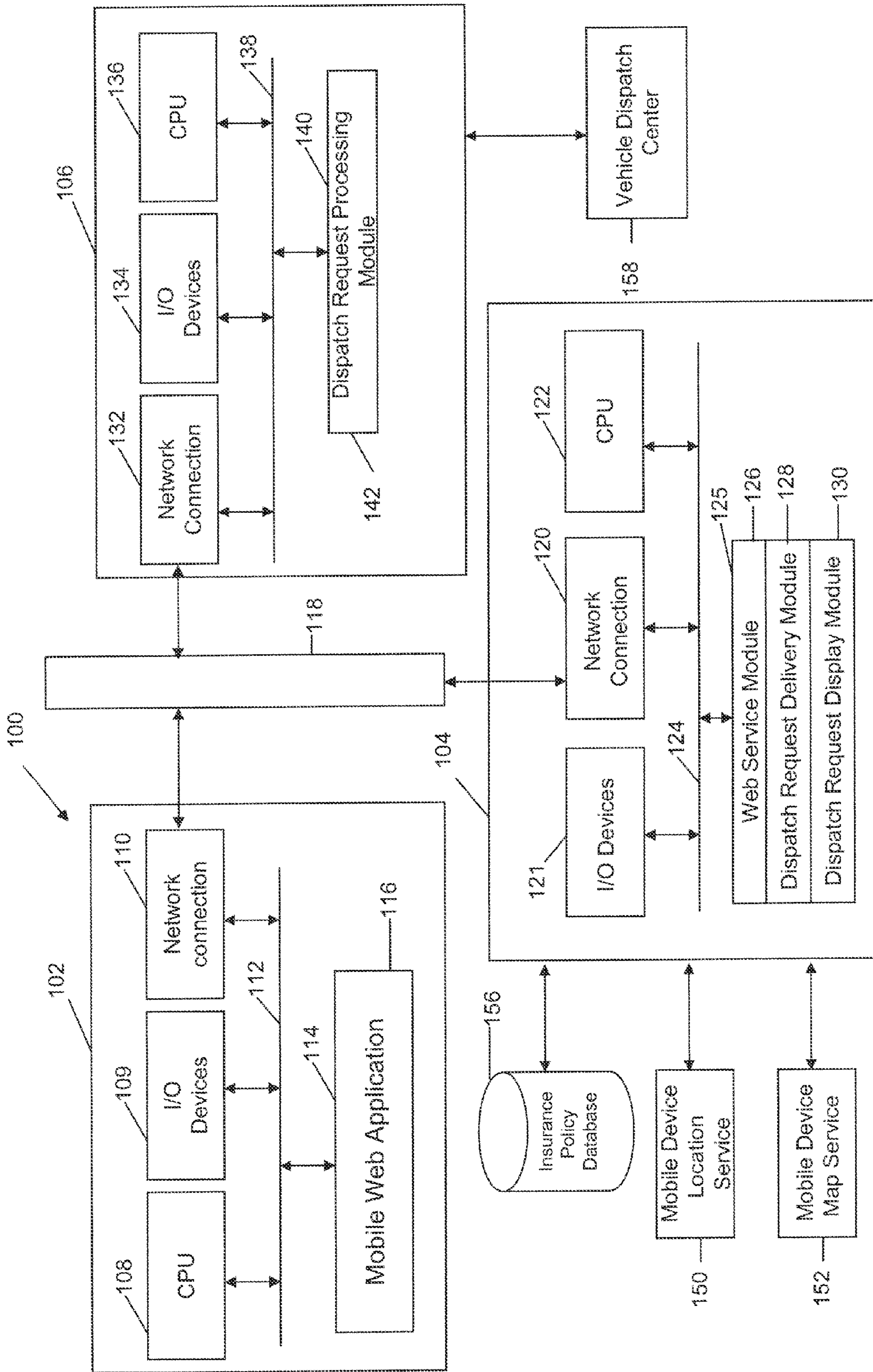


Fig. 1

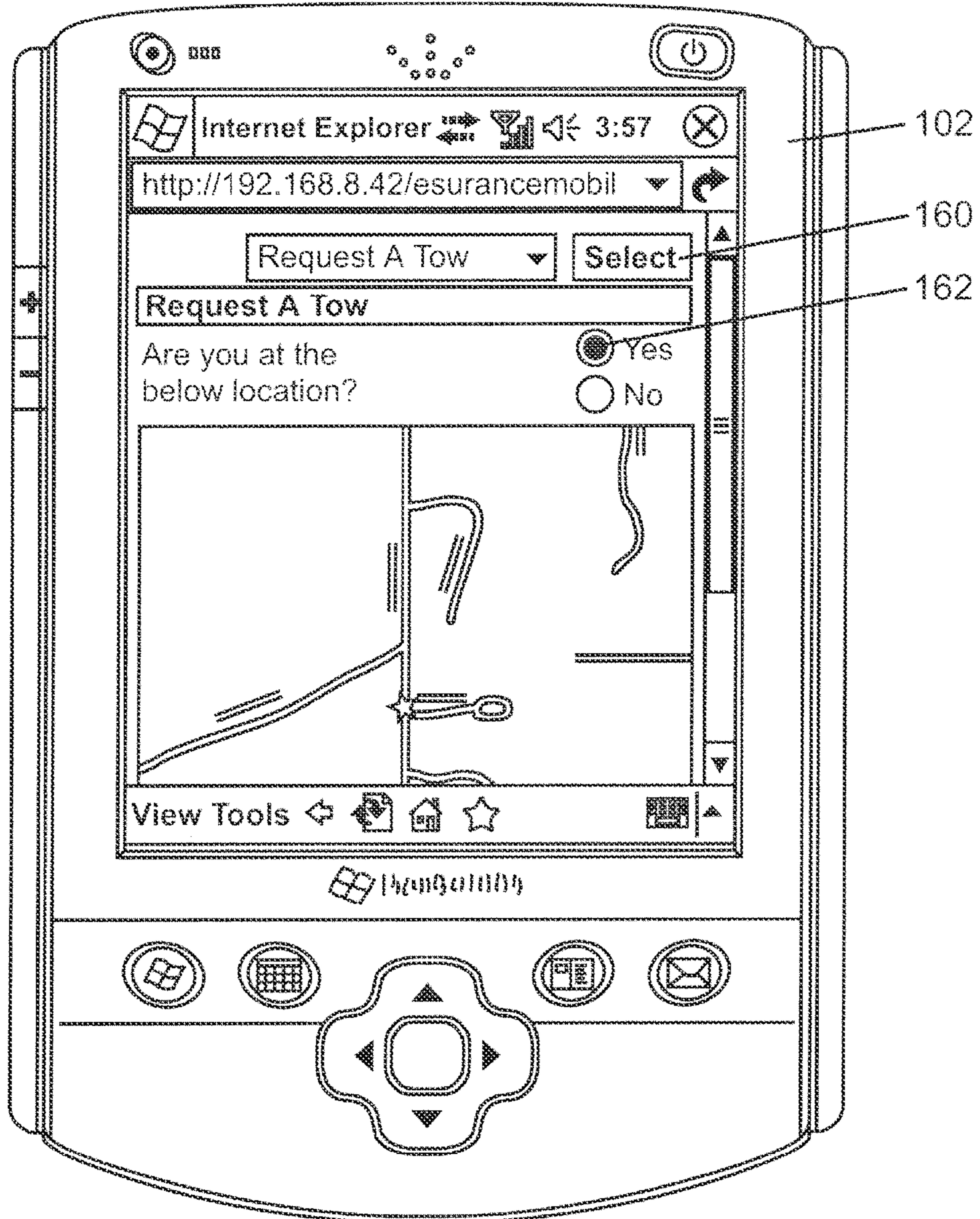


Fig. 2

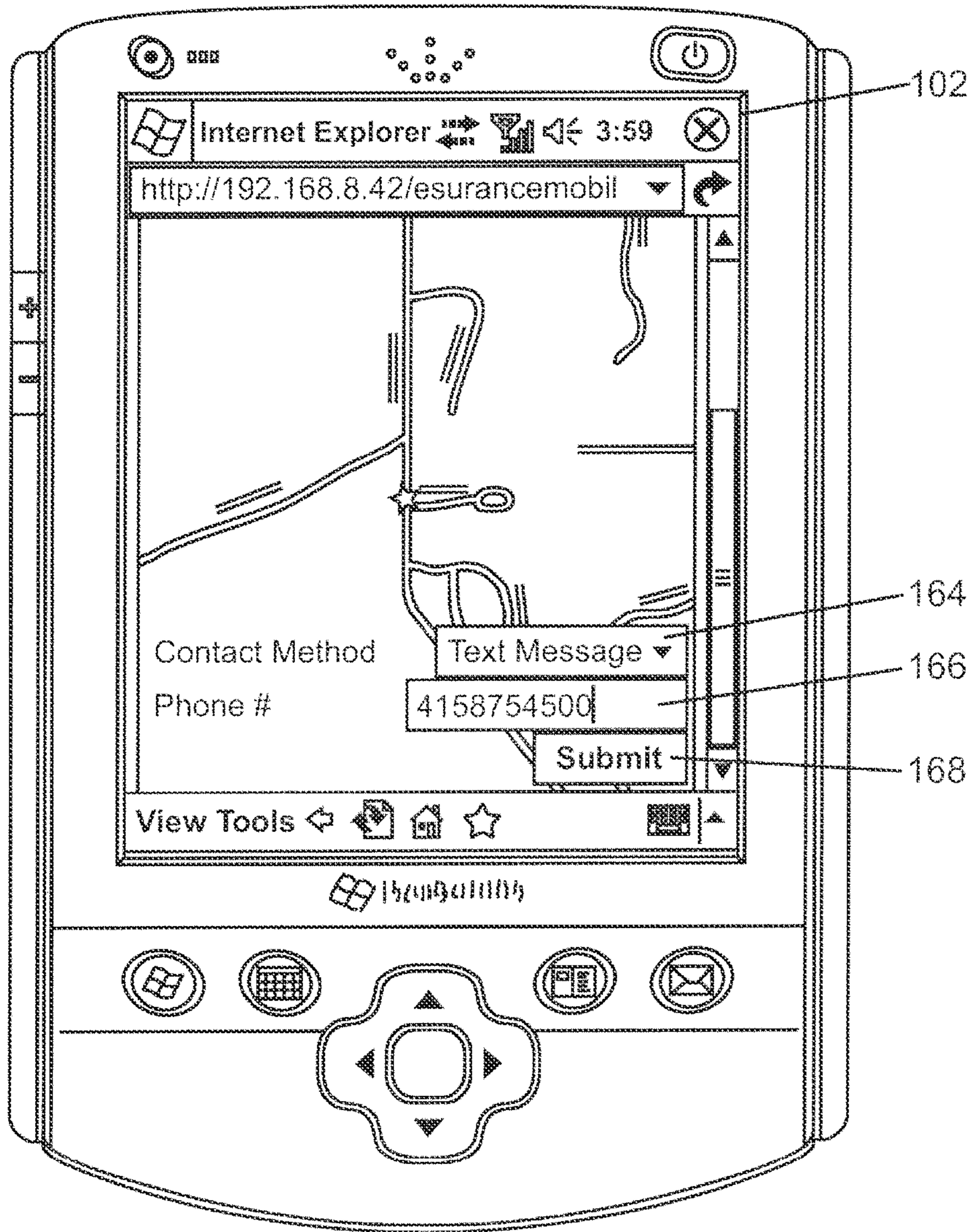


Fig 3

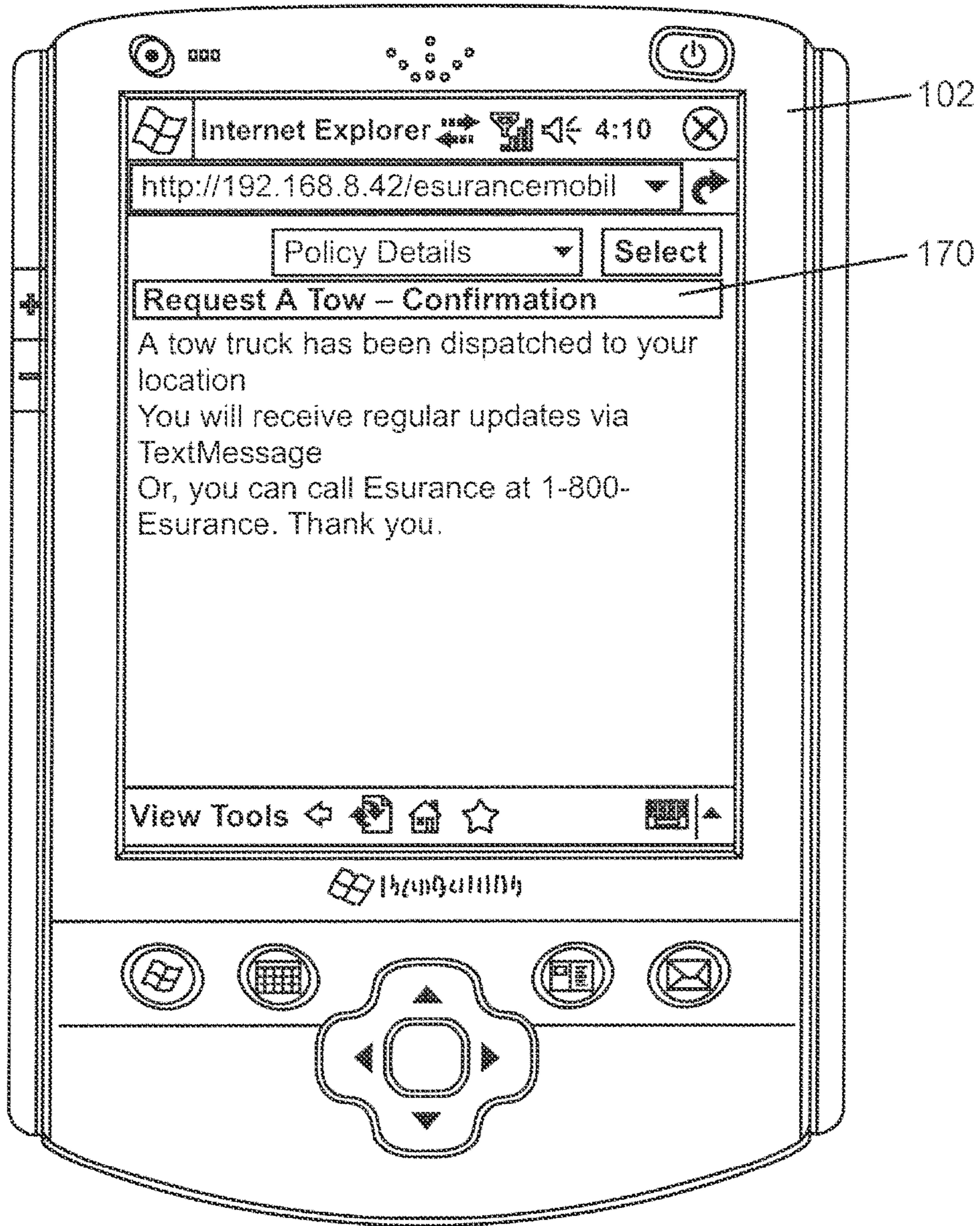


Fig. 4

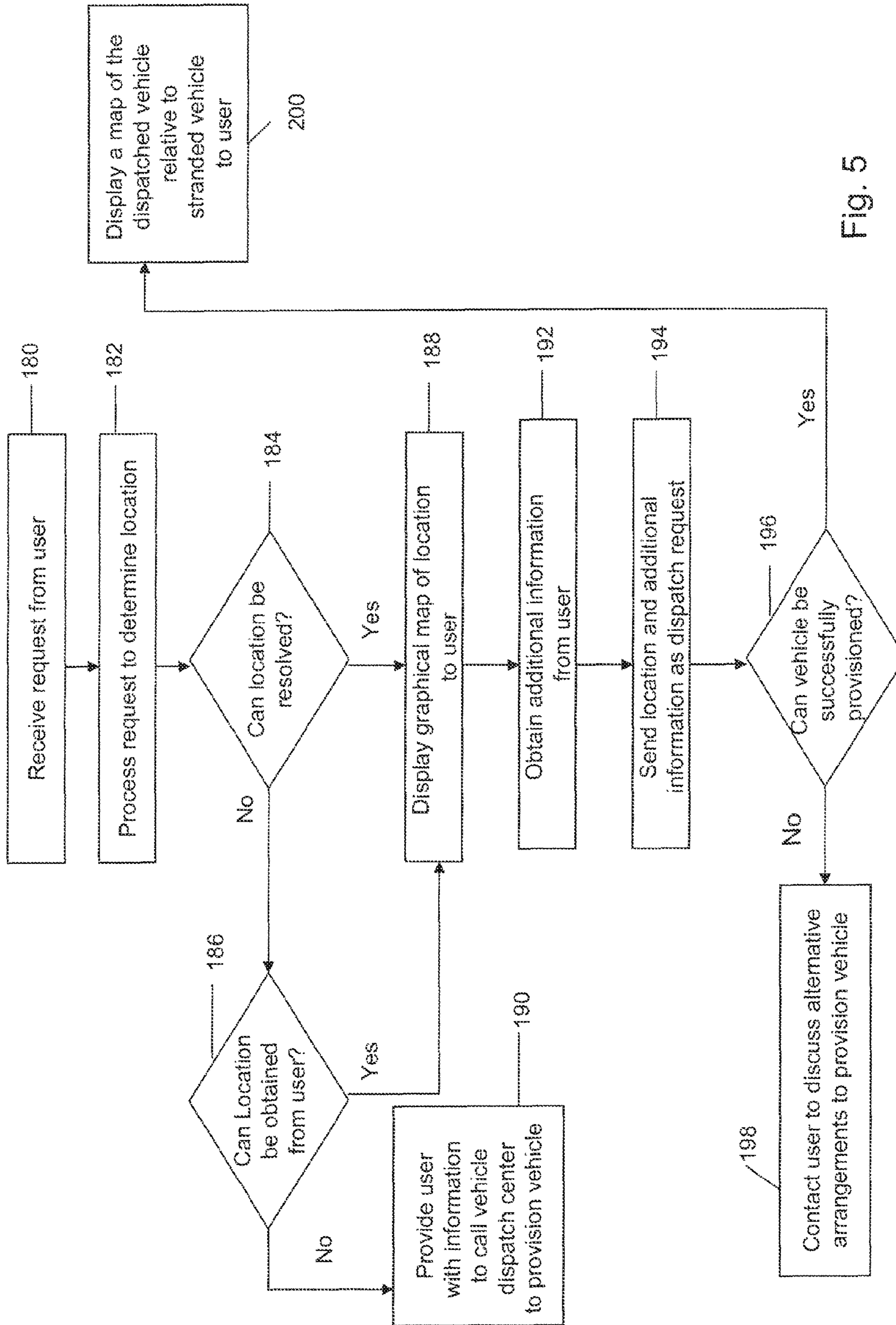


Fig. 5

1

APPARATUS AND METHOD FOR AUTOMATED VEHICLE ROADSIDE ASSISTANCE

Matter enclosed in heavy brackets [] appears in the original patent but forms no part of this reissue specification; matter printed in italics indicates the additions made by reissue; a claim printed with strikethrough indicates that the claim was canceled, disclaimed, or held invalid by a prior post-patent action or proceeding.

CROSS REFERENCE TO RELATED APPLICATIONS

The instant application is an application for reissue of U.S. Pat. No. 8,583,320, which corresponds to U.S. patent application Ser. No. 12/493,103, filed Jun. 26, 2009.

FIELD OF THE INVENTION

This invention relates generally to vehicle roadside assistance. More particularly, this invention relates to a vehicle roadside assistance apparatus and method for automatically provisioning a dispatched vehicle to a stranded vehicle.

BACKGROUND OF THE INVENTION

Vehicle roadside assistance is typically used to provide emergency services to vehicle owners experiencing problems that have rendered their vehicles inoperable. In the case of a vehicle breakdown or an emergency, a vehicle owner is typically required to call a roadside assistance coverage center such as the vehicle owner's insurance company to request roadside assistance. The vehicle owner is subsequently directed to a service representative at a vehicle dispatch center to process the request. Upon receiving the request, the vehicle dispatch center selects a vehicle to dispatch to the vehicle owner by identifying the nearest vehicles with respect to a given address associated with the vehicle requiring roadside assistance. Thereafter, a dispatched vehicle is directed to the stranded vehicle.

With the widespread use of mobile devices, vehicle owners are able to conveniently place requests for roadside assistance from their vehicle. It would be desirable to develop a technique by which roadside assistance can be automatically procured by the vehicle owner via the mobile device. It would also be desirable to develop a technique by which a vehicle can be automatically provisioned to the vehicle owner using key inputs at a mobile device.

SUMMARY OF THE INVENTION

A computer readable storage medium includes executable instructions to receive from a mobile device a request regarding a stranded vehicle. The request is processed to determine the location of the stranded vehicle. Additional information regarding the stranded vehicle may be retrieved. The location of the stranded vehicle and the additional information may be communicated as a dispatch request. The location of the stranded vehicle relative to a dispatched vehicle is delivered to the mobile device.

BRIEF DESCRIPTION OF THE FIGURES

The invention is more fully appreciated in connection with so the following detailed description taken in conjunction with the accompanying drawings, in which:

2

FIG. 1 is an exemplary illustration of the components of an automatic roadside assistance system, in accordance with one embodiment of the present invention.

FIG. 2 illustrates an exemplary graphical user interface (GUI) for receiving on a mobile device a request regarding a stranded vehicle, in accordance with one embodiment of the present invention.

FIG. 3 illustrates an exemplary graphical user interface (GUI) for making a request on a mobile device to receive location updates regarding a dispatched vehicle, in accordance with one embodiment of the present invention.

FIG. 4 illustrates an exemplary graphical user interface (GUI) for displaying details of a dispatch request on the mobile device, in accordance with one embodiment of the present invention.

FIG. 5 illustrates an exemplary sequence of operations performed by the components of the automatic roadside assistance system shown in FIG. 1, in accordance with one embodiment of the present invention.

Like reference numerals refer to corresponding parts throughout the several views of the drawings.

DETAILED DESCRIPTION OF THE INVENTION

FIG. 1 is an exemplary illustration of the components of an automatic roadside assistance system **100** configured in accordance with one embodiment of the present invention. The system **100** includes a mobile device **102** connected to a server computer **104** and a remote computer **106** via a communication channel **118**, which may be any wired or wireless communication channel. The mobile device **102** includes standard components, such as a central processing unit **108**, input/output devices **109** and a network connection circuit **110**, which are linked by a bus **112**. The network connection circuit **110** provides connectivity to the communication channel **118**, thereby allowing the mobile device **102** to operate in a networked environment. In one embodiment, the mobile device **102** may include, but is not limited to, a cellular phone, a handheld computer, a personal digital assistant or a smart phone. The input/output devices **109** may include a keyboard and/or display screen that displays one or more graphical user interfaces for providing a user with access to various system objects and for conveying information to the user. A mobile web application **116** is stored in a memory **114**, which is connected to the bus **112**. In one embodiment, and as will be discussed in greater detail below, the mobile web application **116** includes executable instructions to receive a request regarding a stranded vehicle from the mobile device **102**.

The server computer **104** includes standard components, such as a network connection circuit **120**, input/output devices **121** and a central processing unit **122**, which are linked by a bus **124**. In one embodiment, the server computer **104** is configured to provide roadside assistance services. The server computer **104** includes a web service module **126** stored in a memory **125**, which is connected to the bus **124**. The web service module **126** includes executable instructions to process the request from the mobile web application **116** and determine the location of the stranded vehicle. The server computer **104** also includes a dispatch request delivery module **128** and a dispatch request display module **130**. The dispatch request delivery module **128** includes executable instructions to deliver a dispatch request to the remote computer **106**. The dispatch request display module **130** includes executable instructions to route a

graphical map of the location of the stranded vehicle relative to a dispatched vehicle for display on the mobile device 102.

The remote computer 106 also includes standard components, such as a network connection circuit 132, input/output devices 134 and a central processing unit 136, which are linked via a bus 138. The remote computer 106 includes a dispatch request processing module 142 stored in a memory 140, which is connected to the bus 138. The dispatch request processing module 142 includes executable instructions to process the dispatch request from the dispatch request delivery module 128. In one embodiment, a graphical map of the location of the stranded vehicle relative to the dispatched vehicle is delivered to the server computer 104.

It should also be noted that the executable modules stored in memory units 114, 125 and 140 are exemplary. Additional modules, such as an operating system module or GUI module may also be included. It should be appreciated that the functions of the modules may be combined. In addition, the functions of the modules may be distributed across the network 100 in any number of ways. The operations performed by the executable modules in memory units 114, 125 and 140 are discussed in greater detail below.

Initially, a request regarding a stranded vehicle is received on the mobile device 102. A variety of techniques may be used to receive the request. In one embodiment, the mobile web application 116 in the mobile device 102 includes executable instructions to receive the request. The mobile web application 116 may include, for example, a Rich Internet Application (RIA) utilizing Silverlight or Active X configured to receive the request via a graphical user interface provided by the mobile device 102.

The web service module 126 includes executable instructions to receive the request from the mobile web application 116. In one embodiment, the web service module 126 includes executable instructions to communicate the request to a mobile device location service 150, such as AT&T or Sprint, associated with the mobile device 102 to determine the location of the stranded vehicle. In a particular embodiment, the web service module 126 includes executable instructions to display the location as a set of GPS coordinates on the display screen of the mobile device 102. In certain embodiments, the web service module 126 also includes executable instructions to pass the set of GPS coordinates as input parameters to a mobile location mapping service 152. The mobile location mapping service 152 may include, for example, a mapping service such as Microsoft's Virtual Earth™. The web service module 126 further includes executable instructions to receive a graphical map of the location of the stranded vehicle from the mobile location mapping service 152 and route the graphical map for display on the display screen of the mobile device 102.

FIG. 2 illustrates an exemplary graphical user interface (GUI) for receiving a request regarding a stranded vehicle on the mobile device 102, in accordance with one embodiment of the present invention. In one embodiment, a user requests roadside assistance by activating a URL, <http://109.168.8.42/esurancemobile.com> and selecting an option, "Request a Tow" 160 on the display screen of the mobile device 102. As illustrated, the location of the stranded vehicle is displayed as a set of Global Positioning System (GPS) coordinates on the mobile device 102. As further illustrated in FIG. 2, the user may acknowledge the accuracy of the location displayed on the mobile device 102 by selecting a radio button choice 162 on the display screen of the mobile device 102.

Returning to FIG. 1, in another embodiment, the web service module 126 includes executable instructions to receive additional information regarding the stranded vehicle from the mobile web application 116. In one embodiment, the additional information may be displayed as a plurality of questions related to the stranded vehicle on the display screen of the mobile device 102. The additional information may include, for example, the current status of the stranded vehicle, the current coverage limits on the vehicle and details regarding the user's vehicle insurance policy. In an alternate embodiment, the web service module 126 may include executable instructions to obtain the additional information regarding the current coverage limits on the vehicle and the user's vehicle insurance policy directly from an Insurance Policy Database 156 connected to the server computer 104.

The dispatch request delivery module 128 includes executable instructions to receive the location of the stranded vehicle and the additional information from the web service module 126 and deliver the location and the additional information as a dispatch request to the remote computer 106. In one embodiment, the dispatch request delivery module 128 includes executable instructions to deliver the dispatch request via a dispatch request application programming interface (API) call to the remote computer 106.

The dispatch request processing module 142 in the remote computer 106 includes executable instructions to receive the dispatch request from the server computer 104 and communicate the dispatch request to a vehicle dispatch center 158 via the dispatch request API. The dispatch request is received by an appropriate vehicle provider in the vehicle dispatch center 158. The dispatch request processing module 142 further includes executable instructions to receive a dispatch request result from the vehicle dispatch center 158, via the dispatch request API. The dispatch request result may include information regarding a dispatched vehicle provisioned for the user, such as the location of the dispatched vehicle, the estimated time of arrival (ETA) of the dispatched vehicle, etc. In one embodiment, the dispatch request processing module 142 further includes executable instructions to generate a graphical map of the location of the stranded vehicle relative to the dispatched vehicle. The graphical map may be delivered to the dispatch request display module 130 in the server computer 104.

The dispatch request display module 130 includes executable instructions to route the graphical map of the location of the stranded vehicle relative to the dispatched vehicle for display on the mobile device 102. In certain embodiments, the mobile web application 116 in the mobile device 102 includes executable instructions to periodically poll the server computer 104 to get real-time location information updates associated with the dispatched vehicle relative to the stranded vehicle. Alternately, the server computer 104 can periodically push this information to the mobile device 102. The dispatch request display module 130 further includes executable instructions to display an updated graphical map of the location updates on the mobile device 102. In another embodiment, the dispatch request display module 130 includes executable instructions to display real-time location updates associated with the dispatched vehicle relative to the stranded vehicle via short message service (SMS) or email messages on the mobile device 102.

FIG. 3 illustrates an exemplary graphical user interface (GUI) for making a request to receive location updates regarding a dispatched vehicle on the mobile device 102, in accordance with one embodiment of the present invention.

5

As illustrated, the user selects a type of contact method, "Text message", **164** and enters a contact number in a data field **166**. Upon selecting the submit button **168**, a graphical user interface as illustrated in FIG. **4** is displayed to the user. As illustrated, a dispatch request confirmation **170** including details of the dispatch request may be displayed on the display screen of the mobile device **102**.

FIG. **5** illustrates an exemplary sequence of operations performed by the components of the automatic roadside assistance system shown in FIG. **1**. In operation **180**, a request regarding a stranded vehicle is received. In operation **182**, the request is processed to determine the location of the stranded vehicle. In operation **184**, a check is performed to determine if the location of the stranded vehicle can be resolved. In one embodiment, the web service module **126** includes executable instructions to determine if the location of the stranded vehicle can be resolved. If the location cannot be resolved, then a check **186** is performed to determine if the location of the stranded vehicle can be directly obtained from the user. In one embodiment, the web service module **126** includes executable instructions to determine if the location can be obtained from the user via the mobile web application **116**. For example, a GUI may be presented to the user to enter a physical address. Alternately, a user may be presented with a map of the general vicinity and be provided with controls that allows the user to specify a particular location on the map. If the location of the stranded vehicle has been resolved and/or the location of the stranded vehicle has been directly obtained from the user, execution passes to operation **188** to display a graphical map of the location of the stranded vehicle. If the location of the stranded vehicle cannot be resolved and/or the location of the stranded vehicle cannot be directly obtained from the user, then execution passes to operation **190** to provide the user with information to directly contact a service representative in the vehicle dispatch center **158** for provisioning a vehicle to the user. In one embodiment, the information may be provided via the mobile web application **116** to the user by executable instructions in the web service module **126**.

In certain embodiments, the web service module **126** may also include executable instructions to determine if the graphical map of the location displayed to the user (in operation **188**) is accurate. If the graphical map of the location is not accurate, executable instructions in the web service module **126** determine if the accurate location of the stranded vehicle can be directly obtained from the user. If the accurate location cannot be directly obtained from the user, then executable instructions in the web service module **126** provide the user with information to directly contact a service representative for provisioning a vehicle to the user.

Returning to FIG. **5**, in operation **192**, additional information regarding the stranded vehicle is obtained from the user. In operation **194**, the location of the stranded vehicle and the additional information is sent as a dispatch request to provision a vehicle for the user. In operation **196**, a check is performed to determine if a vehicle can be successfully provisioned for the user. In one embodiment, the dispatch request processing module **142** includes executable instructions to determine if a vehicle can be successfully provisioned. For example, following the dispatch request API call, it may be determined that the customer's coverage level is insufficient to cover the cost of dispatching a vehicle or that a dispatched vehicle cannot be provisioned within an acceptable time period. If a vehicle cannot be successfully provisioned, then execution passes to operation **198** wherein executable instructions in the dispatch request processing module **142** provide the vehicle dispatch center **158** with

6

information to directly call the user to discuss alternative arrangements to dispatch a vehicle to the user. If a vehicle can be successfully provisioned, then execution passes to operation **200** to display a map of the location of the GPS-enabled dispatched vehicle relative to the stranded vehicle. It may be noted that in the sequence of operations (**180-200**) discussed above, a user may elect to call a service representative in the vehicle dispatch center **158** to provision a vehicle for the user, at any point in time.

Those skilled in the art will recognize a number of advantages associated with the disclosed embodiments. The disclosed embodiments enable the provisioning of a vehicle programmatically via software modules that integrate the functionality provided by a vehicle dispatch center with the services provided by a vehicle roadside assistance center. The communication and processing of dispatch requests programmatically via the dispatch request API enables the automatic provisioning of a vehicle to the user. Accordingly, information regarding a provisioned vehicle is automatically displayed on the user's mobile device, without the user having to contact a service representative at a vehicle dispatch center to obtain the information. This results in increased cost savings to the user. In addition, the programmatic display of location updates of a dispatched vehicle relative to a stranded vehicle on the mobile device via the software modules enables the user to view the status of a request in real-time on the mobile device, thereby creating enhanced user experience and satisfaction.

An embodiment of the present invention relates to a computer storage product with a computer-readable medium having computer code thereon for performing various computer-implemented operations. The media and computer code may be those specially designed and constructed for the purposes of the present invention, or they may be of the kind well known and available to those having skill in the computer software arts. Examples of computer-readable media include, but are not limited to: magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD-ROMs, DVDs and holographic devices; magneto-optical media; and hardware devices that are specially configured to store and execute program code, such as application-specific integrated circuits ("ASICs"), programmable logic devices ("PLDs") and ROM and RAM devices. Examples of computer code include machine code, such as produced by a compiler, and files containing higher-level code that are executed by a computer using an interpreter. For example, an embodiment of the invention may be implemented using Java, C++, or other object-oriented programming language and development tools. Another embodiment of the invention may be implemented in hardware circuitry in place of, or in combination with, machine-executable software instructions.

The foregoing description, for purposes of explanation, used specific nomenclature to provide a thorough understanding of the invention. However, it will be apparent to one skilled in the art that specific details are not required in order to practice the invention. Thus, the foregoing descriptions of specific embodiments of the invention are presented for purposes of illustration and description. They are not intended to be exhaustive or to limit the invention to the precise forms disclosed; obviously, many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the invention and its practical applications, they thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited to the particular use

7

contemplated. It is intended that the following claims and their equivalents define the scope of the invention.

The invention claimed is:

1. A non-transient computer readable storage medium comprising executable instructions to *at least*:

receive [from], *at a mobile device*, a request [regarding] *for assistance with a stranded vehicle*;

[process] *transmit, from the mobile device and to a server*, the request [to determine the location of] *and additional information for a policy associated with the stranded vehicle*;

in response to receiving the request from the mobile device, determine, at the server, a first location of the stranded vehicle, the first location of the stranded vehicle determined by at least communicating the request to a mobile device location service;

transmit, from the server and to a remote computer, a dispatch request, the dispatch request comprising the first location and the additional information;

dispatch, by the remote computer, a rescue vehicle to the stranded vehicle, the dispatch of the rescue vehicle comprising delivering, to a vehicle dispatch center, the dispatch request, and the dispatch request delivered in response to the remote computer determining, based at least on the additional information, that the policy associated with the stranded vehicle includes the dispatch of the rescue vehicle;

deliver, by the server and to the mobile device, a map including the first location of the stranded vehicle relative to [a dispatched] a second location of the rescue vehicle, [wherein the executable instructions to deliver include executable instructions to automatically deliver a graphical] the map [of location updates associated with the dispatched vehicle relative to the stranded vehicle] generated by the remote computer based at least on a dispatch request result received from the vehicle dispatch center; and

present, on a graphical user interface presented on a graphical display of the mobile device, the map including the first location and the second location.

2. The non-transient computer readable storage medium of claim 1, wherein the request [is] received [via a mobile web application in] *at the mobile device is received through a mobile web application.*

3. The non-transient computer readable storage medium of claim 1, [wherein the] *further comprising executable instructions to [process] at least transmit, from the remote computer and to the vehicle dispatch center, the dispatch request [comprise executable instruction to retrieve additional information regarding] to dispatch the rescue vehicle to the stranded vehicle.*

4. The non-transient computer readable storage medium of claim 3, wherein the *dispatch request comprises the additional information [comprises vehicle status information, vehicle coverage information and vehicle insurance] for the policy [information] associated with the stranded vehicle.*

5. The non-transient computer readable storage medium of claim [3] 4, wherein [the executable instructions to process the request further comprise executable instructions to automatically provision the dispatched vehicle to a user based on] the additional information [and the location of the stranded vehicle] *includes coverage information.*

6. The non-transient computer readable storage medium of claim 1, [wherein the executable instructions to deliver include executable instructions to automatically deliver at least one of information from] *further comprising transmit-*

8

ting, using at least one of a short message service (SMS) [and] or an email message [comprising location], an [updates associated with the dispatched] update to the second location of the rescue vehicle [relative to the stranded vehicle].

[7. A non-transient computer readable storage medium comprising executable instructions to:

receive from a mobile device a request regarding a stranded vehicle;

process the request to determine the location of the stranded vehicle;

obtain vehicle insurance policy information for the user of the mobile device;

perform an evaluation of the vehicle insurance policy information to confirm a coverage level to cover the cost of dispatching a vehicle to the stranded vehicle; and

selectively dispatch a vehicle to the stranded vehicle based upon the evaluation.]

8. The non-transient computer readable storage medium of claim [7 further comprising executable instructions to] 1, wherein the server generates the map by at least accessing a map service.

9. The non-transient computer readable storage medium of claim 8 [further comprising executable instructions to deliver], wherein the server delivers the map from the map service to the mobile device [the location of the stranded vehicle relative to a dispatched vehicle].

[10. The non-transient computer readable storage medium of claim 9 further comprising executable instructions to automatically deliver a graphical map of location updates associated with the dispatched vehicle relative to the stranded vehicle.]

11. An apparatus comprising:

at least one processor; and

at least one memory including executable instructions which when executed provide operations comprising: receiving, at the apparatus, a request for assistance with a stranded vehicle;

transmitting, to a server, the request and additional information for a policy associated with the stranded vehicle;

in response to transmitting the request and the additional information for the policy associated with the stranded vehicle, receiving, from the server, a map including a first location of the stranded vehicle relative to a second location of a rescue vehicle, the first location being determined by the server by at least communicating the request to a mobile device location service, the rescue vehicle being dispatched by a remote computer in response to the server transmitting, to the remote computer, a dispatch request comprising the first location and the additional information, the remote computer dispatching the rescue vehicle by at least delivering, to a vehicle dispatch center, the dispatch request, the dispatch request being delivered in response to the remote computer determining, based at least on the additional information, that the policy associated with the stranded vehicle includes the dispatch of the rescue vehicle, and the map being generated by the remote computer based at least on a dispatch request result received from the vehicle dispatch center; and presenting, on a graphical user interface presented on a graphical display of the apparatus, the map including the first location and the second location.

12. The apparatus of claim 11, wherein the request received at the apparatus is received through a mobile web application.

13. The apparatus of claim 11, wherein the request and the additional information are transmitted to the server over a wireless communications channel.

14. The apparatus of claim 11, wherein the dispatch request further comprises the additional information for the policy associated with the stranded vehicle.

15. The apparatus of claim 14, wherein the additional information includes a vehicle status information of the stranded vehicle.

16. The apparatus of claim 14, wherein the additional information includes coverage information for the stranded vehicle.

17. The apparatus of claim 11, further comprising transmitting, using a short message service (SMS), an update to the second location of the rescue vehicle.

18. The apparatus of claim 11, further comprising transmitting, using an email message, an update to the second location of the rescue vehicle.

19. The apparatus of claim 11, wherein the operations further comprise:

facilitating an input, by a user and through the mobile device, of the first location.

20. The apparatus of claim 11, wherein the operations further comprise:

determining whether the first location can be resolved.

21. The apparatus of claim 20, wherein the operations further comprise:

resolving the first location by at least accessing the mobile device location service provided by a cellular service provider.

22. The apparatus of claim 20, wherein the operations further comprise:

presenting, at the apparatus, a user interface at which the first location can be provided, in response to the first location failing to be resolved.

23. The apparatus of claim 11, wherein the operations further comprise:

presenting, at the apparatus, a user interface at which an acknowledgement of the first location can be provided.

24. The apparatus of claim 11, wherein the operations further comprise:

presenting, at the apparatus, a user interface at which an indication of an accuracy of the first location can be provided.

25. The apparatus of claim 20, wherein the operations further comprise:

providing, at the apparatus, information to enable the apparatus to contact the rescue vehicle, in response to the first location failing to be resolved.

26. The apparatus of claim 11, wherein the apparatus comprises a smart phone.

27. A method comprising:

receiving, at a mobile device, a request for assistance with a stranded vehicle;

transmitting, from the mobile device and to a server, the request and additional information for a policy associated with the stranded vehicle;

in response to receiving the request from the mobile device, determining, at the server, a first location of the stranded vehicle, the first location of the stranded vehicle determined by at least communicating the request to a mobile device location service;

transmitting, from the server and to a remote computer, a dispatch request, the dispatch request comprising the first location and the additional information;

dispatching, by the remote computer, a rescue vehicle to the stranded vehicle, the dispatch of the rescue vehicle comprising delivering, to a vehicle dispatch center, the dispatch request, the dispatch request delivered in response to the remote computer determining, based at least on the additional information, that the policy associated with the stranded vehicle includes the dispatch of the rescue vehicle;

delivering, by the server and to the mobile device, a map including the first location of the stranded vehicle relative to a second location of the rescue vehicle, the map generated by the remote computer based at least on a dispatch request result received from the vehicle dispatch center; and

presenting, on a graphical user interface presented on a graphical display of the mobile device, the map including the first location and the second location.

28. The method of claim 27, wherein the dispatch request, received at the mobile device, is received from a web application.

29. The method of claim 27, wherein the dispatch request further comprises the additional information for the policy associated with the stranded vehicle.

30. The method of claim 29, wherein the additional information includes a vehicle status information of the stranded vehicle.

31. The method of claim 29, wherein the additional information includes coverage information for the stranded vehicle.

32. The method of claim 27, further comprising transmitting, using a short message service, an update to the second location of the rescue vehicle.

33. The method of claim 27, further comprising transmitting, using an email message, an update to the second location of the rescue vehicle.

34. The method of claim 27, further comprising: facilitating an input, by a user through the mobile device, of the first location.

35. The method of claim 27, wherein the request for assistance is received in response to a selection of an icon representative of a road side assistance request, wherein the icon is presented at a user interface of the mobile device.

36. The method of claim 27 further comprising: resolving the first location.

37. The method of claim 36, wherein the first location is resolved by at least accessing the mobile device location service provided by a cellular service provider.

38. The method of claim 36 further comprising: presenting, at the mobile device, a user interface at which the first location can be provided in response to the first location failing to be resolved.

39. The method of claim 27 further comprising: presenting, at the mobile device, a user interface at which an acknowledgement of the first location can be provided.

40. The method of claim 27 further comprising: presenting, at the mobile device, a user interface at which an indication of an accuracy of the first location can be provided.

41. The method of claim 36 further comprising: providing, at the mobile device, information to enable the mobile device to contact the dispatched vehicle, in response to a failure to resolve the first location.

11

42. The method of claim 27, wherein the mobile device comprises a smart phone.

43. The non-transient computer readable storage medium of claim 1, further comprising executable instructions to at least:

facilitate an input, by a user through the mobile device, of the first location.

44. The non-transient computer readable storage medium of claim 43, wherein facilitating the input comprises:

presenting, on the graphical display of the mobile device, the map;

receiving, through an interaction with the graphical display by the user, the first location.

45. The non-transient computer readable storage medium of claim 1 wherein the first location is determined by the mobile device location service based on a set of Global Positioning System (GPS) coordinates data obtained by the mobile device.

46. The apparatus of claim 19, wherein the facilitating of the input comprises:

12

presenting, on the graphical display of the apparatus, the map;

receiving, through an interaction with the graphical display by the user, the first location.

47. The apparatus of claim 11, wherein the first location is determined by the mobile device location service based on a set of Global Positioning System (GPS) coordinates obtained by the mobile device.

48. The method of claim 34, wherein the facilitating of the input comprises:

presenting, on the graphical display of the mobile device, the map;

receiving, through an interaction with the graphical display by the user, a first location.

49. The method of claim 34, wherein the first location is determined by the mobile device location service based on a set of Global Positioning System (GPS) coordinates obtained by the mobile device.

* * * * *