

Control
Room

Automated
Fare
Collection

Passenger
Information
System

Smart
Mobility

Customer
Relationship
Management



Customer Relationship Management

This is the Business Strategy platform supporting new customers acquisition in order to maximise profits from regular customers, to implement productivity increasing and to improve customer's satisfaction and company's reputation.

Thanks to the services integrated framework (from club rooms to loyalty points collection, from smart cards to call centers) it offers a unique customer experience through

many different communication channels (Web, App, call centers, ticket offices).

At the core of the Platform there's the profiles and program members management which, through a form (GDPR complying) available to all back office customers, allows the handling of fidelity cards, promotions, collected points, partners and premiums with the goal of collecting valuable informations for precision marketing campaigns.

In order to centralise and optimise processes, the Platform is also able to handle complaints, through all the communication channels available to customers, and settlements, even including third parties such as, for instance, Consumers' Organizations.

Finally, thanks to advanced reporting, the CRM MOOVA Platform provides data and informations essential to highlight business problems, to address internal process optimisation (therefore increasing operation effectiveness), to identify new market trends and to increase revenues.

