

Systems for timetable planning and crew management, device diagnostics, fleet location, and passenger information are technological tools most transport operators nowadays use on a daily basis to manage business processes. Adequate, integrated, consistent and real-time information contributes to achieve a successful customer experience.

CUSTOMER is the solution supporting operators in a right and real-time "orchestration" of data retrieved from different sources and systems regarding operated transport services.

Data on vehicle transit, frequency, GPS-based, as well as passenger notifications, specific requests and needs, habits, via means of implementing **CUSTOMER**, turn into exhaustive information on strategic services for transport operators.

As a best-of-breed tool for a more efficient management of operation processes, **CUSTOMER**, carefully and precisely monitors service performances and customer satisfaction, enabling the management of customized services (on-demand services, reduced mobility, parameter-based accessibility).

LOYALTY E CUSTOMER MANAGEMENT

End-to-End Customer Relationship Management solution
Customized Marketing Campaign Management
Loyalty Programmes
B2B, B2C, and B2B2C Precision Marketing

DATA INTEGRATION

System & information integration
Multi-channel & multi-device
Platform-independent

SOLUTION as-a-Service

No set-up cost
Technological infrastructure management cost crunch
Scalable and modular solution

CUSTOMER

Passenger-centric mobility: always available real-time services and information

The competitive advantage for both transport companies and mobility operators nowadays consists in easy-to-access, real-time, on-line (Web and social network) context-aware information according to available local services and end-user-based needs.

CUSTOMER is the integrated solution offering real-time infomobility services and intermodal travel planning to travellers.

Anytime throughout the journey, travellers can access information and functionalities to "build", customize and replan, if necessary, their travel solution, according to individual needs and locally available services.

LOYALTY E CUSTOMER MANAGEMENT

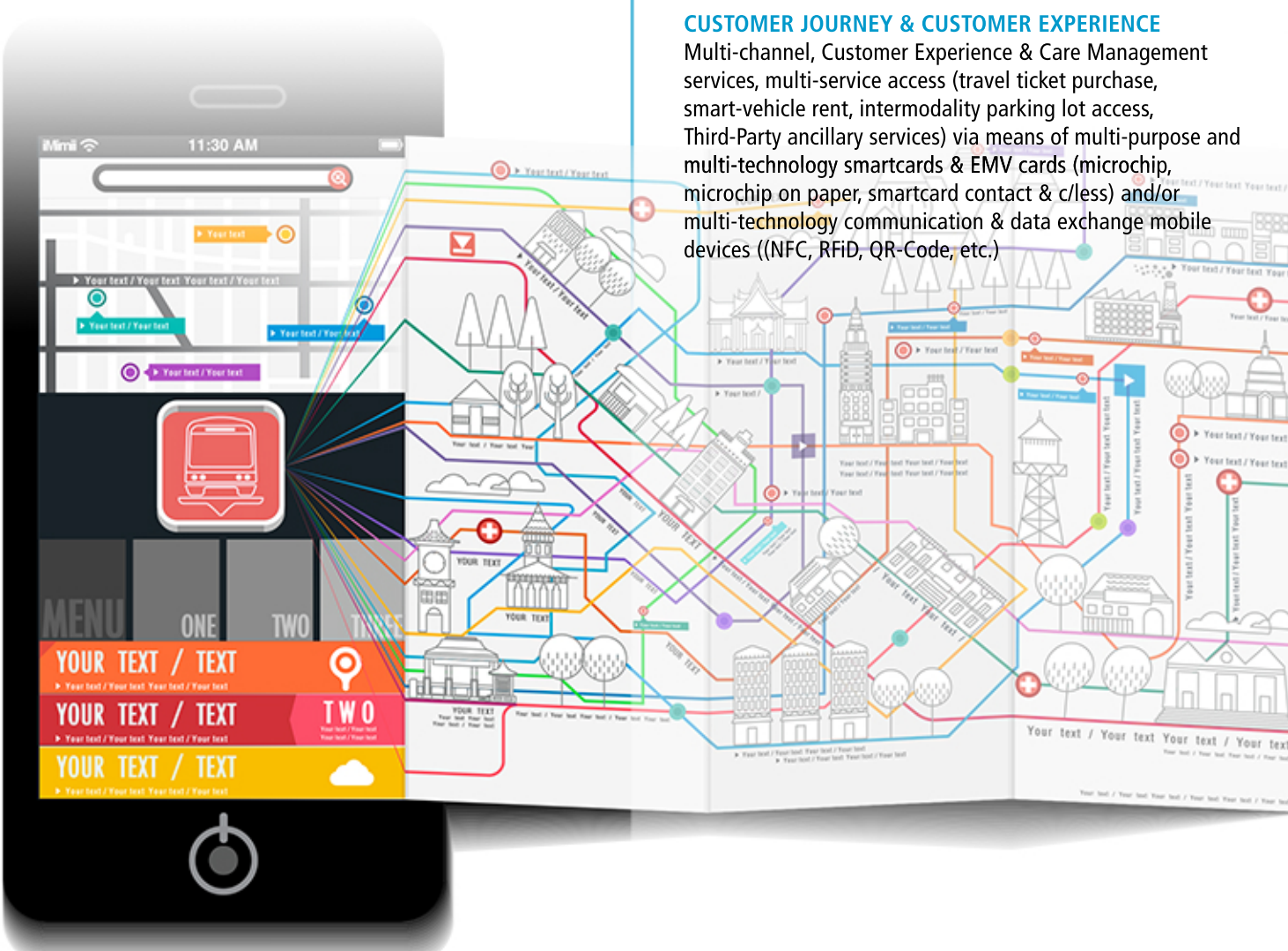
Multi-channel platform (Web, App) for real-time door-to-door intermodal travel planning, journey & route monitoring, with real-time rescheduling during the journey: a single point of access and an integrated and exhaustive mobility proposition for intermodal, multi-operator transport services customizable according to individual needs, to enable free and autonomous mobility for different category passengers

PASSENGER INFORMATION E INFORTAINMENT

Audio/video multi-channel and multi-device content broadcast for real-time transport services infotainment purposes to passengers: vehicle location, timetable transits, intermodality connections on station, at stops, on-board information monitor, on passenger personal mobile devices (infopush) and on a context-aware basis (GPS location)

CUSTOMER JOURNEY & CUSTOMER EXPERIENCE

Multi-channel, Customer Experience & Care Management services, multi-service access (travel ticket purchase, smart-vehicle rent, intermodality parking lot access, Third-Party ancillary services) via means of multi-purpose and multi-technology smartcards & EMV cards (microchip, microchip on paper, smartcard contact & c/less) and/or multi-technology communication & data exchange mobile devices ((NFC, RFID, QR-Code, etc.)



Traveller-side