

# Traveler Information

Building loyal ridership often depends on how easily customers can access and use information about your service. In the “anywhere, anytime” information era, travelers expect quick answers to questions such as how to get from A to B with fewest transfers, where the closest accessible stop is located, or when the next train is arriving.

Trapeze makes it easier to offer accurate information and interactive communication services to the public transit industry through a variety of media, including call centers, web sites, automated phone (IVR) systems, even wireless devices. Trapeze solutions are flexible and modular, enabling you to plug in functionality as you need it.

Our traveler information technologies form part of enterprise transit IT solutions and seamlessly integrate with intelligent transit systems (ITS), including real-time vehicle location, wayside kiosks, on-board display systems, and ‘smart’ bus stops.

## THE BUSINESS CASE

### Provide Better Customer Service

- Enable travelers to plan trips involving multiple modes, multiple transfers and multiple agencies
- Offer passengers more choice as to how they access transit information
- Make information available to passengers anywhere, anytime
- Enable more accurate planning with real-time updates on arrival times

### Increase Call Center Productivity

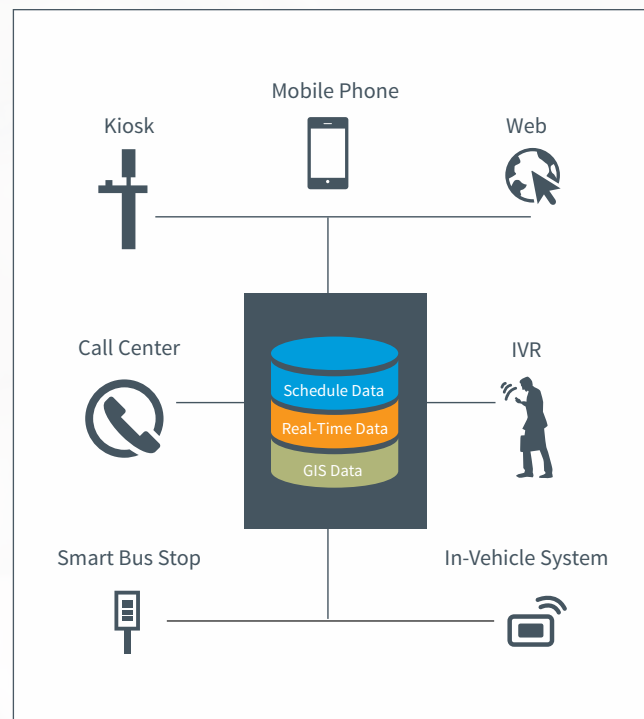
- Shorten call times by automating trip planning, schedule queries, stop and route information
- Save and quickly access answers to frequently asked questions
- Instantly locate addresses, locations, stops, vehicles, routes and more with GIS-based tools

### Lower Costs

- Reduce call volumes with Web and IVR services and save on call center operating costs
- Provide 24/7 quality customer service without increasing staffing requirements
- Reduce the cost of ownership for individual agencies with regional information solutions

### Maximize Return on Investment

- Grow and maintain your ridership for the long term with intelligent investments in customer information
- Future-proof your investment with scalable, extensible technology based on open standards
- Implement integrated, multimodal regional trip planning solutions



You can deliver static, dynamic and real-time transit information to customers no matter where they are or how they choose to access the system.

## SOLUTIONS FOR TRAVELER INFORMATION

### Call Centers

Automate information retrieval in your call center, and do away with headway books. Allow call center agents to focus on providing superior customer service.

### Web-Based Solutions

Enable the public to plan trips and access schedule and next bus information on many kinds of Web-enabled devices, including PCs, cell phones, PDAs, and kiosks. Integrate with corporate Web sites, maintaining the existing online “look and feel.”

### Automated Telephone Solutions

Extend the options for accessing information that you currently offer the public with interactive voice response (IVR) technology. Make your transit information accessible over the phone 24 hours a day.

## Real-Time Information

Let passengers know exactly when the next bus or train will arrive, whether they are waiting at a 'smart' bus stop, surfing the Web or using their cell phone. Integrated vehicle location technology (AVL) provides real-time updates.

## Regional Traveler Information

Increase ridership and improve mobility across your region by adopting a collaborative, regional approach. Trapeze provides the flexibility to develop centralized or distributed.

## Integrated Transit Systems

Reduce the cost of providing ADA and other paratransit services. Trip planning software enables you to find lower cost accessible transportation solutions for eligible clients and integrate fixed route with paratransit services.

## CUSTOMER EXPERIENCE

Web services provide convenient, 24/7 access to transit information and promote wider use of transit by the public. Well designed, user-friendly Web sites also reduce call center volumes, which allows [CMBC] to provide an overall better quality of customer service to the public.

**Coast Mountain Bus Company**  
(subsidiary of Translink), Burnaby, BC

## ABOUT OUR TECHNOLOGY

- All components of the solution suite use the same databases and the same application logic
- Presentation to front-end (Web, PC, voice, phone, etc.) is coordinated by Web services
- Communication via TCP/IP protocols, XML messaging

**“Increase ridership and improve mobility across your region by adopting a collaborative, regional approach.”**

Make it easy for travelers to get the transit information they're looking for.



## ENTERPRISE SOLUTIONS

Our traveler information systems seamlessly integrate with other Trapeze and third-party components including:

- Fixed route scheduling
- Demand response systems
- Operations management systems
- Executive information systems
- Intelligent transit technologies

## CUSTOMER EXPERIENCE

COTA is enthusiastic about a customer service solution that will enable riders to access up-to-the-minute information on the Web and through the IVR system and connect easily with a call center agent when they require additional assistance. The INFO system has resulted in efficiency and productivity gains in the call center.

**Central Ohio Transportation Authority,**  
Columbus, OH

## TRAPEZE GROUP

Trapeze Group supplies reliable, scalable and innovative solutions for the rail and road transport sector. Hundreds of private and public organizations in Europe, North America and Asia-Pacific have selected software solutions from the Trapeze Group in order to improve and broaden the efficiency, quality and scope of their transport solutions, thus enabling them to provide their customers with even more services in a more reliable and cost-effective manner.

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