

SOLUTION GUIDE

Mobility-as-a-Service





Shape the future of mobility. Give your riders unparalleled choice.

You have a critical role to play in a new mobility ecosystem. How people travel is changing – mobility-as-a-service (MaaS) integrates various transport providers into a single digital platform to provide commuters with one seamless journey personalized to their transportation needs.

With its mandate to provide accessible, affordable transportation for citizens, public transit is best positioned to take the lead role in MaaS as a mobility integrator. Being in the center of it, you can build MaaS leadership, develop symbiotic relationships with emerging mobility providers, and help create compelling experiences to make public transit the primary component of a rider's mobility journey.

Personalized mobility is the name of the game – providing individual experiences on a mass level. With you running the MaaS show, it ensures that personalized mobility remains efficient and cost-effective as well as inclusive and sustainable – a MaaS that works for all.

\$106 B

projected value of the
MaaS market by 2030

Ref: MarketsandMarkets.com

86%

of people use their
smartphone for travel
purposes

Ref: SmartHighways.com



AGENCY BENEFITS

Develop highly personalized, individual experiences on a mass level.



Increased Customer Satisfaction

Build choice rider loyalty by making passengers' journeys more efficient and convenient with mobility options tailored to riders' needs. Make public transport the core of a new mobility ecosystem, supplementing where you need.



Drive New Revenue

Personalized mobility can offer complementary services (e.g., on-board shopping) or loyalty programs to enhance customer engagement. With incentives, recommendations, and curated experiences, you can find even more ways to delight your riders.



Understand How Your Community Travels

A successful MaaS ecosystem means greater access to mobility data. Utilize the data you've gathered to optimize transport service and mobility flows – impact the way you serve your riders in the future as they become lifetime choice riders.



Improve Rider Engagement

Use customer feedback to reward transit miles traveled or to address passenger complaints proactively.

PASSENGER BENEFITS

Expanded possibilities for the way riders travel.

One-Stop Transit Shop

Simplify things for your riders by combining mobility's essential components – mode and location data, payment and real-time traveler information systems – into a single mobile application.

Deliver Exceptional Customer Convenience

Enable passengers to choose the travel options that work best for them. Streamline their end-to-end journeys, reduce travel times and costs, and simplify payment.

Personalize Mobility

Cater to different passenger demographics. Optimize rides with attributes such as trip time, cost, or carbon footprint. Each rider's mobility journey - bus or train, paratransit, ride-share, microtransit, etc. - is a personalized experience reflecting their unique preferences or capabilities.

Mobility For All

Give paratransit riders greater freedom of choice and independence. Mobility-as-a-Service widens transport options beyond the dedicated paratransit service.





PRODUCT FEATURES

Real-Time Multi-Modal Journey Planning

Accommodate rider expectations to include multiple options beyond transit. Personalize trip options based on rider preferences and extend rider expectations for real-time to include availability and location of shared cars, bikes, and scooters.

Frictionless Payment Options

Eliminate the inconvenience of tracking multiple payments for a journey. Create an ideal user experience where riders pay seamlessly for MaaS services - all trips of a journey in a single payment.

High-Quality Data For Improved Mobility Operations

Provide mobility planners with data on rider behavior and travel patterns to improve service (e.g., route and capacity planning).

Transportation Mode Tracking

Mode-tracking analytics captures important insights to improve performance and customer service. Ensures validation and security of user information.

Integrations

Share data across Trapeze's suite of transit-focused operational tools for better decision-making. Supports data-sharing with third-party applications.

Read the Blog





The 1 Thing We've Forgotten When We Talk About Mobility-As-A-Service.

<https://www.trapezegroup.com/blog/The1Thing>

What do you want to *power* next?




MaaS Mobile App

-  Multi-Modal Trip Planning
-  Real-Time Information
-  Seamless Payments
-  Mobility Mode Tracking

Data




Mobility Planning

-  Improved Operations/
Deep Rider Engagement

Data



Rider CRM

-  Deep Rider Engagement



Connect with our Experts

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