



INFO App

Make trip planning simple and stress-free.



Your riders expect a seamless mobile experience from their transit navigation app. That means getting accurate, real-time travel information at the touch of a screen, and planning and paying for their trip online in an intuitive and user-friendly way.

INFO App helps make public transit a breeze for your passengers, providing them with timely and accurate information on every step of the journey. A modern iOS and Android application, the app features simple-to-use trip planning and payment capabilities to get your passengers from point A to point B quickly and worry-free.

Overview



Simplify Trip Planning

- Quickly generates detailed itineraries for passengers, based on location and destination
- Shows next arrivals for specific stops/stations, departure times for nearby/searched stops
- Displays route on the map; enables users to view all of your transit routes
- Shows recent passenger trips



Integrate with Your Systems in Real-Time

- Integrates with Masabi fare payments platform for mobile and account-based ticketing
- Integrates with enterprise and downstream systems for real-time next departure times (AVL integration) and vehicle location (displays vehicle number/capacity where supported)
- Supports your agency's colors and logos to build brand awareness with your ridership



Quickly Inform and Notify Your Passengers

- Allows passengers to sign up for service notice alerts for preferred stops or routes
- Displays General/Routes/Stop alerts in real-time; alerts passengers to added or canceled service and other service adjustments as they happen
- Provides passengers with schedule-based alerts (e.g., send me a real-time notification for my stop on weekdays at 7 AM or get next departure times @ 8 AM every weekday at Stop 2832)
- Supports an optional Twitter feed integration for your agency

Agency Benefits



Reduce Operational Costs

Empowering passengers to plan and pay for their trips at their convenience eases the pressure on your call center staff, significantly reducing call volume and your operational costs. Your customer service representatives can also focus on the needs of callers with particular concerns. With mobile ticketing, you save even more by reducing the costs associated with manual fare collection and reconciliation.



Full Data Ownership

Because the INFO App is a fully white-labeled solution, your agency has total ownership and access to the mobility data generated from it. You can perform useful analytics on this data to improve overall operations and gain valuable insights about how riders travel.



Deep Rider Engagement

Your goal is to strengthen your passenger relationships by delivering better customer experiences. By putting your riders in control of their journey with accurate, real-time information and seamless fare payment, you win their trust and loyalty. You will likely see a drop in passenger complaints and an increase in ridership, helping transit recover from the COVID pandemic.

Passenger Benefits



Improved Passenger Convenience

- Provides seamless mobile experience for trip planning and tap-and-ride fare payment; features intuitive, easy-to-use, and accessible interface
- Enables users to mark specific locations, routes, and trip plans as “favorites” for quick access; provides “Buy again” option for frequently taken trips
- Easily performs actions against the favorites (e.g., tapping on a favorite route brings the user to the route trace/vehicle location screen for that route)



Personalized Mobility

- Provides user-configured options for trip planning preferences (e.g., fastest time, minimize walking, minimize transfers, etc.)
- Enables users to register and create their personal profile; they can use app either in Guest or User Logged In modes
- Provides passengers with their mobile ticket transaction history

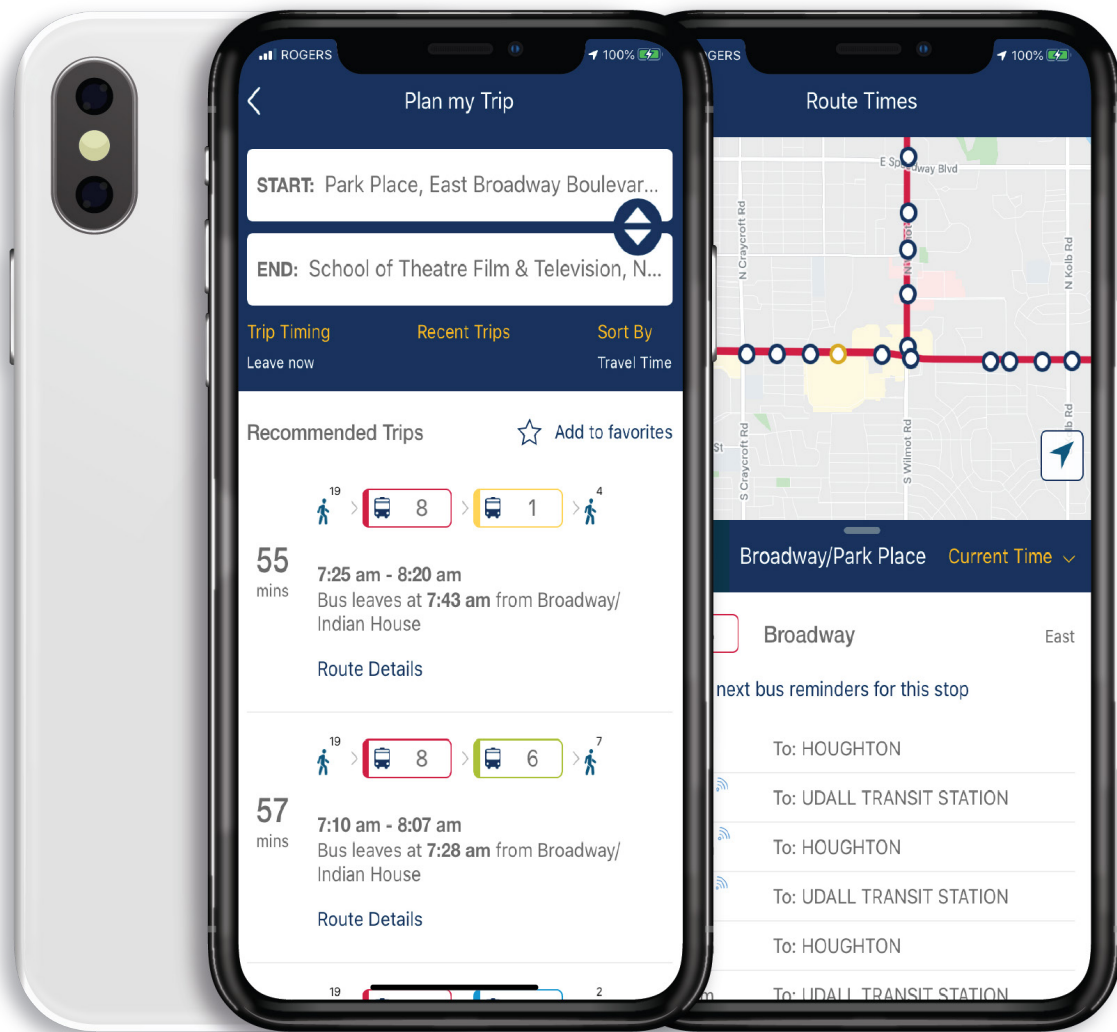


Greater Trip Flexibility

- Allows passengers to purchase single, round-trip, or multiple tickets on their mobile device
- Enables riders to plan a trip for a current or future time easily



Quick, easy, and personalized journeys



Powerful trip planning capabilities - INFO App provides riders with a real-time view of your transit system, displaying up-to-date next bus information and tracking vehicles on a map.

Connect with our Experts

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