



DIGITAL BROCHURE

Stage 3: Product Content

» POSITIONING

MINDSET AND MESSAGING

CURRENT MINDSET

PRODUCT AND FEATURE FOCUSED

- » Heavily focused on products and features, which does not adequately differentiate us from our competitors.
- » The current perception is that we are high priced, and customers don't know why – what value do we offer?
- » We are still too heavily focused on *us* and what *our* product can do versus focusing on what it *means* to the customer.
- » We don't highlight what matters to them:
 - The value of our complete offer
 - Implementation and training
 - Customer service and collaboration
 - The feeling that we are their partners – there to support them “every stop along the way”

» **RESULT:** *We cannot compete solely on price or product; we need to compete on the value of partnering with us.*

NEW MINDSET

PARTNERSHIP AND VALUE FOCUSED

- » What makes us different is our deployment, ongoing support and training practices. We are committed to partnering with our customers “every stop along the way.”
- » To help determine and address customer needs, we use a collaborative approach when setting up roadmaps – we talk to their planners, drivers, dispatchers and even their riders.
- » Focus on what our products and services mean to them: The ability to offer exceptional service that attracts riders while reducing operational costs.
- » Solutions are designed to meet needs now and the future. They can scale the system as their business grows. Ex. ability to integrate with other solutions (fareboxes, TSP etc.)

» **RESULT:** *By partnering with us, Agencies are confident that we can help them achieve their goals; riders are confident they are receiving exceptional service.*


» POSITIONING

HOW DOES THE MARKETING SUPPORT THE NEW POSITIONING?

COLLATERAL	DESCRIPTION	MESSAGE	INTENDED OUTCOME
MyRide: New Features & Apps	Video explaining new features/apps available for free with new version (also reviews pre-existing functionality/benefits)	The latest version of MyRide includes new features that benefit agencies and riders. We offer customers a package they can use to market MyRide to their riders and boost adoption – we support their success.	By Highlighting the news and notifications features, new native apps, and easy self-customization, prospects understand we take innovation seriously and are preparing them for the future. By providing a marketing template package, customers understand that we are there to support them “every stop along the way” (after the sale).
MyRide: News & Notifications	Blog Post explaining the new features/benefits		
MyRide: 4 Ways to Use News	Blog Post with examples of how to use new features to achieve common operational goals		
MyRide: Passenger Information	Solution Sheet updated to include new features		
	Landing Page updated to highlight new features		
MyRide: Mobile Apps	Solution Sheet created to explain new option for apps		
MyRide: Test Drive	Landing Page that combines an overview video and testimonial with a “test drive” feature for a hands-on component		

» POSITIONING

HOW DOES THE MARKETING SUPPORT THE NEW POSITIONING?

COLLATERAL	DESCRIPTION	MESSAGE	INTENDED OUTCOME
MyRide: Marketing to your Riders	Template Package that customers can use to promote MyRide/build user adoption		
Getting the Most out of Customer Care	Video outlining the valuable resources and services we offer		Prospects feel confident that we will be there to support them "every stop along the way." Whether that means "putting out fires," or helping them achieve long-term goals.
What to Expect Out of a Transportation Software Implementation	Video outlining implementation and initial training	We've designed our implementation process to be as fluid and hassle-free as possible. Ex. we do all the initial set-up/data entry, our train the trainer approach empowers customers to manage ongoing training	Prospects understand that we have the right processes in place to make implementation go as smoothly as possible
New Fixed Route Landing Page	Landing Page completely re-done to focus more on value and less on products	Here's how we offer value: Customer Care, Implementation, Training. We can offer value because we are experienced and committed to partnering with our customers. We can help our customers be successful, and we have numbers/ customer stories to back that up.	Prospects feel confident we have the right recipe to enable them to be successful

» POSITIONING

HOW DOES THE MARKETING SUPPORT THE NEW POSITIONING?

COLLATERAL	DESCRIPTION	MESSAGE	INTENDED OUTCOME
6 Reasons Riders Stop Taking Transit	Blog Post explaining how to boost ridership using the approach of addressing riders pain points	University of California Berkley researchers found riders top pain points, we want to help you address them.	Prospects understand that we do research to understand what the common pain points are, we don't rely on guesswork – we do research (and ask our customers for their input)
Product Overview Video			

»» BRANDING VIDEO

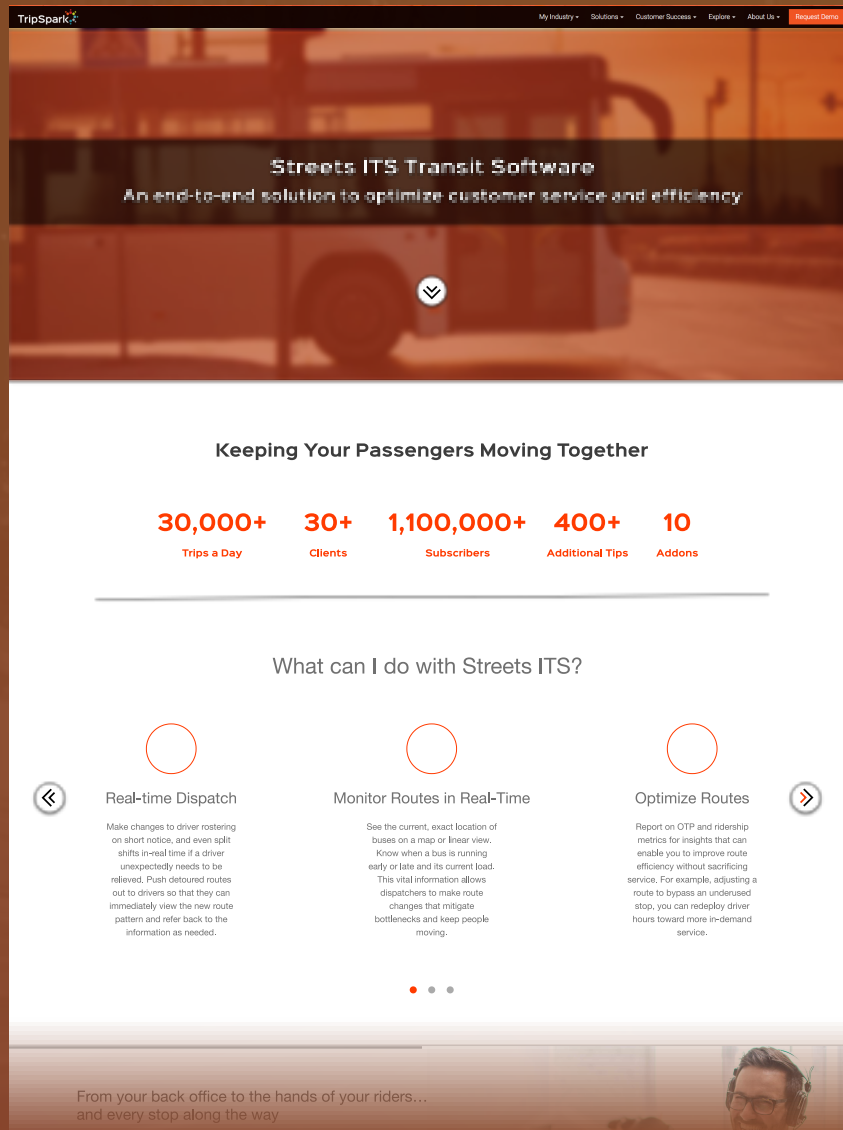


MOVING TOGETHER BRANDING VIDEO

A video featuring all those at the Director level explaining what are new tagline means to them. This nicely ties in with our new current mindset.

[Click Here to
Learn More](#)

» LANDING PAGE



FIXED ROUTE LANDING PAGE

Landing Page completely re-done to focus more on value and less on products

Here's how we offer value: Customer Care, Implementation, Training. We can offer value because we are experienced and committed to partnering with our customers. We can help our customers be successful, and we have numbers/customer stories to back that up.

[Click Here to Learn More](#)

» CUSTOMER VIDEO



TAMU TRANSIT

Testimonial video featuring two TAMU Transit administrators explaining how a partnership with TripSpark has benefitted their transit operation.

[Click Here to Learn More](#)

» CUSTOMER VIDEO



LETHBRIDGE TRANSIT - STREETS SUCCESS

Lethbridge Transit wanted to improve the relationship between their dispatchers and their riders, so they went with the CAD AVL system. Check out their story and see how it streamlined their operation.

[Click Here to
Learn More](#)

» CUSTOMER VIDEO



**CANDACE EUDALEY
THE JULE, DUBUQUE**

By analyzing transit data and optimizing routes and schedules, Dubuque Transit managed to drop \$100,000 from their annual budget. As well, they were able to reduce bus trip times by roughly 50%. Watch the video to see why Candace Eudaley, Transit Manager at The Jule, believes in the power of fixed route software solutions.

[Click Here to
Learn More](#)

» WEBINAR

TripSpark

Informational Video - Fixed Route Edition

What to Expect Out of a Transportation Software Implementation

TripSpark fixed route projects are deployed in a multi-part process. We start with reviewing your requirements before we install your software. Then we conduct training and give you some time to practice using the software before you complete user acceptance testing and the project goes live.

Watch the video to learn what you can expect during each stage of the implementation process.

TripSpark

What to Expect Out of a Transportation Software Implementation



[Click Here to Learn More](#)

Still in progress.

WHAT TO EXPECT OUT OF A TRANSPORTATION SOFTWARE IMPLEMENTATION

Video outlining implementation and initial training

We've designed our implementation process to be as fluid and hassle-free as possible. Ex. we do all the initial set-up/data entry, our train the trainer approach empowers customers to manage ongoing training

Activate
2018

TripSpark
MOVING » » TOGETHER

» WEBINAR



Informational Video

Getting the Most Out of Customer Care

In addition to providing access to our expert support staff, TripSpark Customer Care offers valuable services including online training courses, software upgrades and collaboration forums. All of these services are available for you to take advantage of at no additional cost, so what are you waiting for? Watch the video to discover why they are so valuable and how you can access them.



Getting the Most Out of
Customer Care



[Click Here to
Learn More](#)

GETTING THE MOST OUT OF CUSTOMER CARE

Video outlining the valuable resources and services we offer

We offer many valuable resources and services beyond just access to educated and experienced CC staff – training webinars, ideation forums, free updates etc.



» FR BROCHURE



Make Your Life Easier
with a
Single Solution from TripSpark

TripSpark

CODIAC TRANSPO LEAVE BEHIND

This CodiAC Transpo touches on the Fixed Route ITS system, specifically Streets CAD/AVL, Ranger MDT's, and MyRide Passenger Information.

**Click Here to
Learn More**

» BLOG

6 Reasons People Stop Taking Transit

Share:    



How can transit districts increase their ridership? Simple. By giving riders more of what they want, and less of what they don't.

So what do people want – and not want? In [this blog post](#), we covered the top transit improvements people really want to see. Now, we're taking a look at the other side of the coin.

6 REASONS RIDERS STOP TAKING TRANSIT

Blog Post explaining how to boost ridership using the approach of addressing riders pain points

University of California Berkley researchers found riders top pain points, we want to help you address them.

[Click Here to Learn More](#)



» WEBINAR



Product Demonstration Video

MyRide Passenger Information System: New Features and Apps

With MyRide's News and Notifications features, riders can get personalized real-time bus departure information and news that is meaningful to them. Publish multimedia news stories and send riders real-time alerts for weather events or unexpected route interruptions. Give riders the flexibility of accessing MyRide via their web browser or apps for Android and iOS. Watch the video to discover how!



[Click Here to Learn More](#)

MYRIDE PASSENGER INFORMATION SYSTEM: NEW FEATURES AND APPS

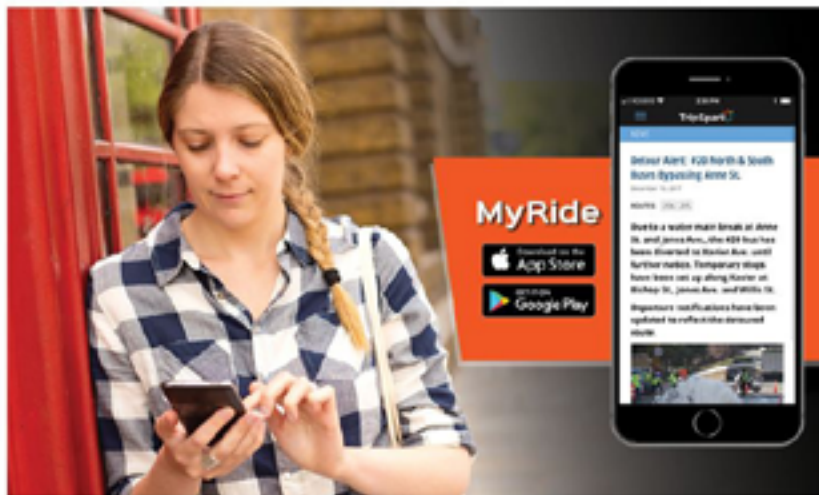
Video explaining new features/apps available for free with new version (also reviews pre-existing functionality/benefits)



» BLOG

4 Awesome Ways to Use News and Notifications

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The News and Notifications features we added to MyRide can be used to help you achieve many different agency goals. As explained in the [MyRide 4.0 Product Launch video](#), the News feature allows you to easily publish general and route-specific multimedia news posts to the MyRide web tool and app. The Notifications feature enables you to send news to subscribers via SMS text, email or pop-up.

Why use news and notifications?

With news and notifications, you can:

4 AWESOME WAYS TO USE NEWS AND NOTIFICATIONS

Blog Post with examples of how to use new features to achieve common operational goals

[Click Here to Learn More](#)

» PACKAGE

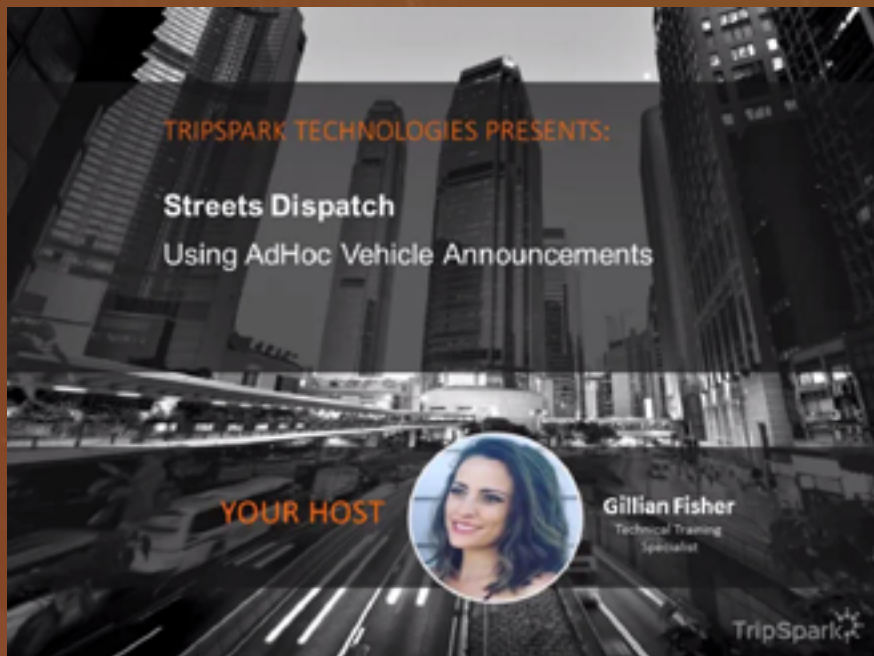


MYRIDE: MARKETING TO YOUR RIDERS

Template Package that customers can use to promote MyRide/build user adoption

[Click Here to Learn More](#)

» OVERVIEW VIDEO



FIXED ROUTE PRODUCT OVERVIEW

Although this is just an example, we will compile Streets videos completed by Gillian to create an Educational Series.

[Click Here to
Learn More](#)



DIGITAL BROCHURE

Stage 3: Product Content