

Campus Transportation Software:

# PASSENGER INFORMATION

Fostering a sense of safety for students and faculty is paramount in providing transportation services in and around your campus. By offering real-time information riders can access accurate information anywhere, anytime using the technologies they use most; Web, Phone or Wireless devices.

University and college riders are tech savvy customers that expect quick, accurate answers to questions such as how to get to their destination in the fewest stops, where the closest stop is located or when the next bus will arrive. Enable riders to access up-to-the-minute information with:

## Real-time Information

Let passengers know exactly when the next bus 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.

## Web-Based Solutions

Enable staff and students 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 your existing websites, maintaining the existing "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.

## ACCURATE INFORMATION KEEPS YOU SAFE

"Our faculty, staff, and students are very happy now that we can give them accurate ETAs and IVR callbacks minutes before their vehicles arrive. Customers can wait in warm and safe locations confident that their rides will be on time. Dispatchers and drivers are also sold on the ease of use and efficiency of the software."

—Yale University

## 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.

## Regional Traveler Information

Increase ridership and improve mobility across your region by adopting a collaborative, regional approach. TripSpark provides the flexibility to develop centralized or distributed solutions, depending on the "reality on the ground."

Delivering information customers can rely on is only one part of passenger information. Increasing workforce productivity, offering new modes of services and lowering your costs can be achieved.





### Provide Better Customer Service

- 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

## CONNECTING PEOPLE. PLACES. COMMUNITIES.

TripSpark Technologies is a community transportation technology company focused on helping mid-sized transit agencies and private operators transform their operation - increasing community engagement and driving revenue. TripSpark makes this possible by linking the latest technologies with a dedicated focus to help you grow your operation and meet evolving community transit needs.

## CONTACT US

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