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COMMUNICATIONS
FOR CUSTOMER SERVICE



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Struggling IT Shops

Innovations in Customer Service

***Using Managed Services to
Reduce Cost and Improve
Customer Service***

January 11, 2011

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A Customer Service Perspective



- How can transit agencies most cost effectively improve customer service and communicate with their existing and potential customers using all available communication channels during a time when money and resources are scarce?



Identified need for automation is there

- Reduced operational budgets
- Increasing demand for information
- Need to improve customer service

Hurdles

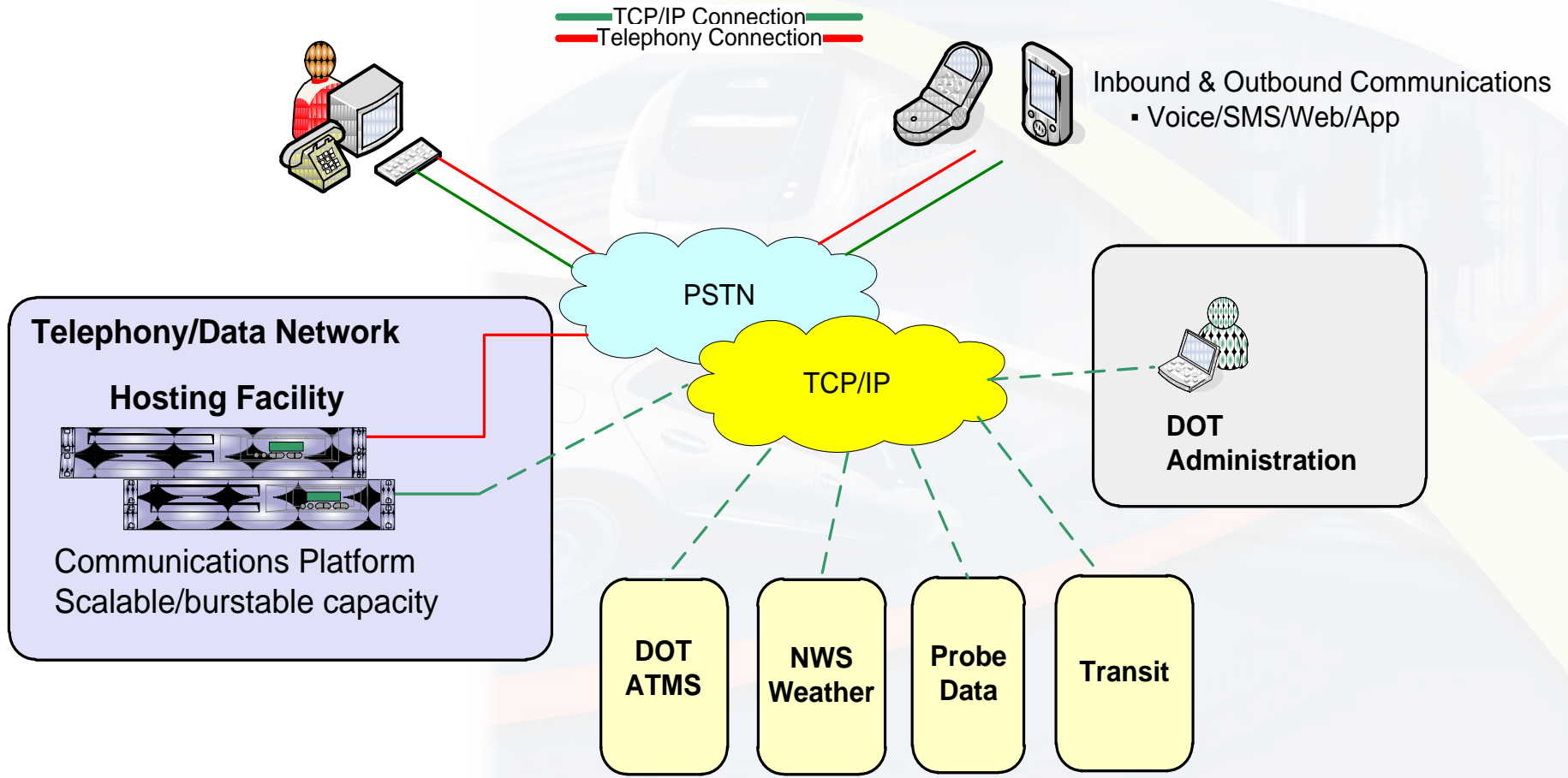
- Competition for CapEx dollars
- Long specification and procurement cycles
- Integration into agency telephony / data networks
- Stretched IT departments



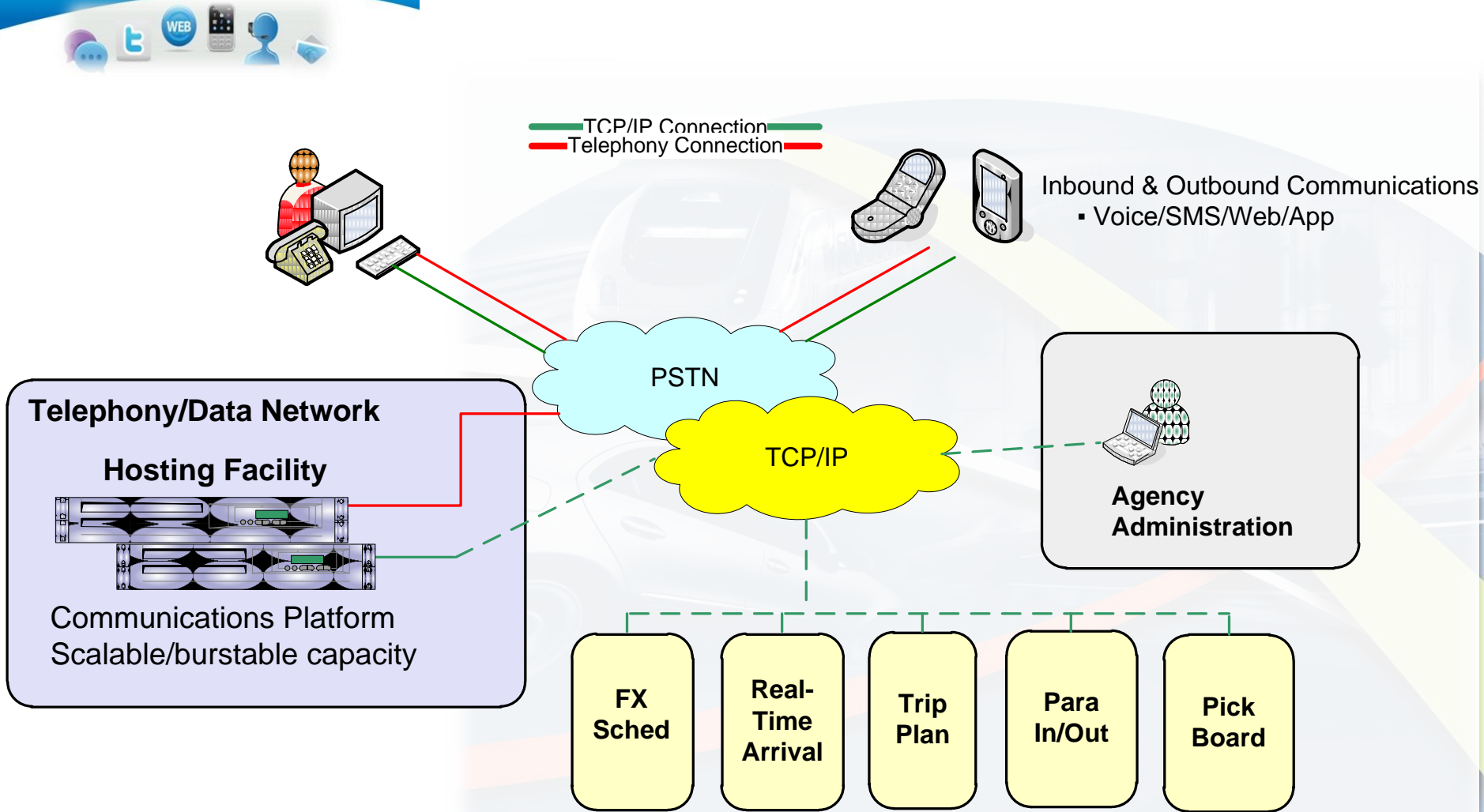
Trend towards hosted or cloud-based IT-related services:

- Data storage
- Customer service automation
- Call center operations
- CRM
- Video distribution and monitoring

Hosted Models – 511 Not new to transportation



Hosted Approach - Transit



Customer Service Benefits



Do more with less...provide high level of customer service with dwindling resources

- Reduce hold times
- Expand customer service hours
- Handle more calls
- Agents focus on specialized calls
- Actively market your customer services



Flexibility of services

- Inbound / outbound
 - Scheduled & real-time arrivals
 - Paratransit arrival and trip reminder calls
 - SMS/email/mobile web/mobile app
 - Trip planning
 - Pick board automation
 - Fare Card Services



- Reduced IT requirements
 - (HW/SW maintenance, upgrades, monitoring)
- No infrastructure changes or integration –
 - Only need data connection
- Better system performance
- Expandable capacity and bursting
 - Keep your same customer service number



- Operational vs. Capital expenses
- Functional vs. Technical Implementation Requirements
- Quicker to procure
 - less requirements driven → faster RFP development
 - less upfront cost
 - Can be funded out of existing Ops budget



Hampton Roads Transit



- First SaaS-based customer service automation deployment
 - Scheduled Bus Arrival
 - Call center integration
 - GTFS data
 - Scalable capacity



- RTD Scheduled Bus Arrival
 - Callers are choosing automation over 2x what was expected
 - Automating nearly 50% of 3.3M calls/year
 - Agent hold time at “all time” low – 32 seconds
 - **10x ROI**





- Easier / Faster Implementation
- Low upfront costs
 - Allows agencies to benefit from automation
- Greater customer access to information

Thank you -



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Questions?

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