

SHOW CASE



How Public Transit Operators
improve their public image
and customer satisfaction
by using Telargo Service



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1. Executive summary

The Passenger Information Services represent a corner-stone in commuter's perception of the public transit service by increasing the visibility and availability of travel information. Greater service accuracy and reliability, user friendliness, greater safety and pro-environmental awareness all contribute to improving the company's public image and eventually strengthening the brand name.

Our experience with numerous clients has shown that improving service levels and providing passenger information services has a substantial positive impact on a company's public image. Public transit operators across the world are increasingly deciding to implement fleet management systems that enable them to provide more accurate, reliable and user friendly services.

2. Introduction

In order to demonstrate the improvements in customer satisfaction and public image of public transit operators, we will display various factual and statistical data from Telargo's case studies as well as practical experience observed through installation and continuous operation of similar FM Systems for other Telargo clients.

We will describe the value of each of below stated issues as a marketing point, shortly describing the nature of issues, the tools Telargo Service provides for addressing them and finally the methods used to measure the improvements in service levels and customer satisfaction. Improving the public image means improving customer satisfaction by addressing various performance and service quality issues.

3. Marketing points and key performance indicators

3.1 Travel information visibility & availability



Description

Providing passengers with the means to access all the relevant information in advance as well as in real-time enables them to plan their travel more effectively, resulting in improved passenger satisfaction and company's public image. Passenger information services are the most noticeable feature of Telargo Service with a great impact on passenger's perception of the public transit service.

Passengers can access estimated time of arrivals, interconnection and re-routing information, different alerts and reminders as well as plan their trip in advance using a Real Time Journey Planner, all of which give them feeling of assurance and safety. They are empowered to easily decide when and where to travel.

All of this information - real time and scheduled - can be accessed through multiple platforms, such as LED displays on stations and buses, internet portals, SMS service, internet enabled mobile phones and other handheld devices and passenger information kiosks.



Tools

Telargo applications and solutions used for providing passengers information services are:

- **ETA predictions:**
delivered through web pages, mobile services (WAP browsers, 3G phones, Black Berries...), SMS services, on-stop and on-board LED displays and the Passenger Information Kiosk
- **Real Time Journey planer**
- **Event Notifications**
- **Interconnection management**
- **Rerouting management in case of accident, road works;**
information updated on all PIS dissemination channels

Marketing KPI*

The effects of PIS on company's public image and customer satisfaction can be clearly measured through following KPI-s:

- number of sent ETA requests via SMS
- changes in results of customer satisfaction polls
- increase of number of passengers
- revenues increase
- PIK-s usage statistics.

UNIQUE SMS USERS

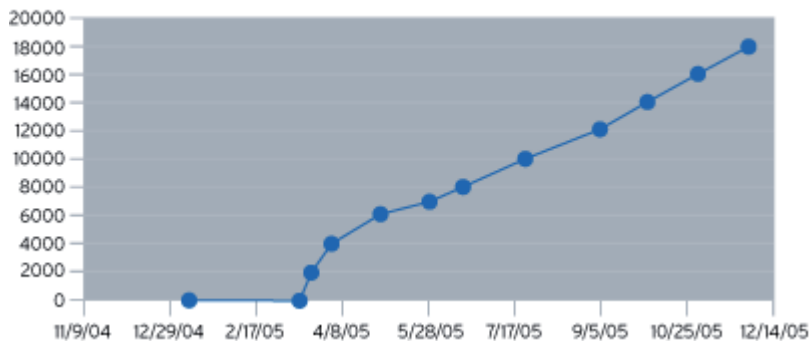


Figure 1: Number of unique SMS service users since the service was introduced.



3.2 Accuracy & Reliability

Description

Reliable and accurate service is a major factor in improving the company's public image. Providing such a service improves passengers' trust in the company and leads to increased ridership. Telargo Service enhances the reliability of service in several ways.

Advanced software applications enable constant monitoring of operations and generate automated alerts whenever a bus is behind or ahead of schedule enabling supervisors to react quickly. Using historic performance data, timetables and schedules are optimized in order to keep up with transportation demands. Drivers can receive important traffic information over the Driver Interface Telargo Handset, enabling them to stay informed of events on the road ahead.

Reliability also includes maintenance issues, since en-route vehicle breakdowns can cause serious damage to the company's public image. Telargo Maintenance Support module provides a comprehensive overview over the fleet maintenance status including expenditures and repair order generation. It also helps to prevent unexpected breakdowns with remote diagnostics and prognostics engines utilizing the manufacturer's DTCs. In this way, it is possible to detect engine failures even before they occur and quickly dispatch the replacement vehicle as well as the nearest repair unit (which are also being tracked via GPS).

Tools

Service reliability and accuracy are achieved through following Telargo applications and solutions:

- En-route and re-route Management
- Timetable & Schedule Optimizer
- BusStat Analyst
- Event Notification
- Voice and Message Communications
- Traffic Reporting
- Maintenance Support management

Marketing KPI*

The effects of Telargo's reliability and accuracy tools on company's public image and customer satisfaction can be measured through following KPI-s:

- Number and duration of delays
- Number of vehicles per route
- Number of unexpected breakdowns
- Measuring the schedule adherence percentage



Figure 2: Decrease in deviations from schedule after the introduction of Telargo Service



3.3 User Friendliness

Description

Based on the driver RFID card login, it is possible to link individual vehicle data with driver ID and monitor the quality of driving in order to ensure a smooth and friendly ride for the passengers. Telargo system incorporates various features for Public Transit Company to most efficiently manage Customer Satisfaction & Complaints and brings user friendly.

Door sensor reports provide information whether the driver has stopped at a specific station and help to quickly and unambiguously resolve customer complaints. Events such as jerky braking or station bypassing can be quickly identified through driver reports. Quick retrieval of lost possessions also has a great impact on customer satisfaction. Drivers are able to notify the Public Transit Center as soon as they find a lost object, enabling the respective owners to retrieve it even before the bus finishes its run.

Telargo system also enables passengers to use inter-modal transport possibility without any hassle due to interconnection management.

Advanced Fare Collection system is an alternative to traditional coins and small change, using smart cards and on-board Bus computers or Mobile terminals with fast ticket printers and support for various tariff systems. The Advanced Fare Collection system is a major step forward in the field of fare payment and represents an innovation that passengers will certainly notice.

Tools

Telargo ensures user friendliness through following applications and solutions:

- Workforce Management
- Interconnection management
- Event Notification
- Advanced Fare Collection
- Driver & Vehicle reporting

Marketing KPI*

The impact of Telargo Service enabled passenger friendly transportation on the company's public image can be measured through the following criteria:

- Number of customer complaints
- Changes in results of customer satisfaction polls
- Use of Advance Fare Collection system statistics
- Number of customer complaints on jerky braking and fast accelerating

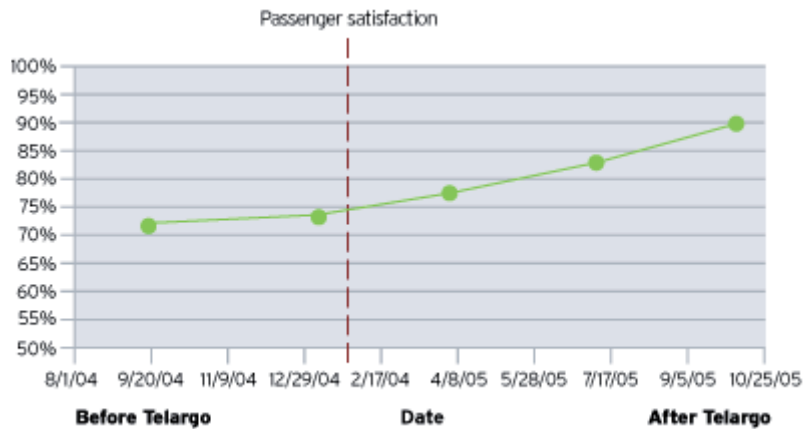


Figure 3: Increase in customer satisfaction as a result of improved service levels



3.4 Safety

Description

Providing a safe service is an important factor for achieving and maintaining a good public image. Telargo Service enhances service safety in several ways - with reliable direct communications, with Maintenance Support including Remote Diagnostics and Prognostics and by providing drivers with an Alert button for emergencies, which can also be discretely placed within the vehicle.

Preventing unexpected breakdowns, implementing reliable direct communications and providing the driver with the means to quickly establish a link to the Public Transit Center in case of critical events greatly improves the company's public image and helps to form a perception of a safe and reliable service. The fact that drivers have an Alert button at their disposal has often proved to be a sufficient deterrent, helping to reduce the occurrence of vandalism and other crime-related events.

Tools

Telargo Service enhances safety through the following solutions and applications:

- Maintenance Support solution
- Remote Diagnostics & Prognostics
- Voice and SMS Communication
- Alert button

Marketing KPI*

The Improvements in safety resulting in better public image are visible through:

- Number of en-route breakdowns
- Statistics on occurrence of vandalism and crime on-board the buses
- Changes in results of customer satisfaction polls



3.5 Environmental Awareness

Description

Apart from obvious benefits of reduced operational costs, lower fuel consumption also contributes to addressing environmental issues. Using the Timetable and Schedule optimizer, a smaller number of vehicles is required for maintaining the same service level. By introducing driver behavior analysis, it is possible to reduce aggressive driving and thus again lower the fuel consumption. All of these factors contribute to increasing the pro-environmental orientation of the company, which has a positive effect on company's public image.

Tools

Telargo Service helps improve the company's environmental awareness with the following tools:

- Timetable & Schedule optimizer
- Driver Scoring
- Alert-based detection of excessive idling

Marketing KPI*

The improvements in environmental awareness of the company can be measured through the following criteria:

- Number of environment-friendly vehicles in the fleet
- Changes in overall fuel consumption
- Changes in driving style and patterns
- Measuring overall fleet GHG emissions

**The Marketing KPI category represents calculable effects of Telargo Service on passenger satisfaction and the public image of Dopravni podnik hl. m. Prahy. These effects can be numerically measured and used as clear evidence of changing trends in service quality and reliability with substantial relevance for marketing purposes and advertising opportunities.*



4. Examples of successful public image building marketing campaigns

4.1 Hong-Kong CTB example:

Citybus, a public bus company serving Hong Kong with 1,100 buses, is committed to providing the best bus services at reasonable fares for the public. Their professional management team and dedicated staff offer the Hong Kong public safe, comfortable and reliable bus services.

Cityflyer
城巴機場快線

本巴士站編號 Bus Stop ID
001264A

A10

抵站時間短訊查詢服務試驗
SMS Bus Arrival Time Enquiry Service Trial

步驟 Step 1
選擇「編寫新訊息」，依以下格式輸入巴士站編號進行查詢
Select "Compose New Message". Input the bus stop ID according to the following format to proceed enquiry

中文短訊回覆	SMS in English
輸入CTB 巴士站編號 例子：CTB 001333	Input CTB Bus Stop ID E Example: CTB 001333 E

乘客可到CTB巴士站或城巴網頁查詢巴士站編號
Passenger can check the bus stop ID at CTB bus stops or in Citybus website

步驟 Step 2
將手機短訊傳送 508 506
Send SMS via mobile to 508 506

\$1 服務費 service charge

每一條短訊查詢收\$1服務費以支付短訊公司短訊服務及網絡服務費
\$1 service fee will be charged for each SMS enquiry for the operation costs of telecom and network operators.

此服務只限於本港城巴之巴士站
This service is only available for Citybus bus stops in Hong Kong

TM1 service supports the monthly plan users of six major telecom operators. (CH18 & One2Free - Smart-Tone/HiStation - Flow World/Hello3 - 3 - PCCW Mobile - Poptel) Not applicable to CSL & Smart-Tone pre-paid SIM cards at this moment.

步驟 Step 3
您將於2分鐘內收到下班車預計抵站時間的短訊
You will receive the estimated arrival time of next departure within 2 minutes should be consistent by SMS

實際情況以圖為準，查詢詳情請致電城巴查詢服務熱線
Actual SMS reply time is subject to the signal transmission of different telecom operators

預計抵站時間只供參考，乘客請最少提早1分鐘到巴士站候車
Estimated arrival time is for reference only, please wait at the bus stop 5 minutes in advance.

With the help of Telargo Service, the riders can easily get bus arrival times information using SMS on their mobile phones. At their request, a reply text message is delivered to them, listing the times of arrival for the selected stop. Buses have also been equipped with on-board displays, which allow CTB to provide riders with voice and video announcements, such as next stop announcements, company or commercial messages.

In this way riders benefit from quick information delivery, that can be crucial in cases of weather or traffic anomalies, while the bus operator benefits from simple and inexpensive content delivery operations.

Figure 4: Advertising service improvements in Hong Kong

4.2 Ljubljana Public Transit company example

LPP, the Ljubljana Municipality public transit company operates with 270 buses running on 130 routes and has implemented the system of ETA predictions via SMS several years ago. Committed to provide passenger friendly services while maintaining unchanged fare prices, they introduced the SMS service using on-station notifications seen in Figure 5, complimentary postcards in Figure 7 and advertisements on their internet homepage. The effects of this campaign are still noticeable, as the number of passengers using the SMS service continues to rise to the present day. Additionally, the same predictions engine has been introduced using a web interface, as displayed in Figure 6.



Figure 5: Advertising the SMS-based ETA predictions on bus stops in Ljubljana.

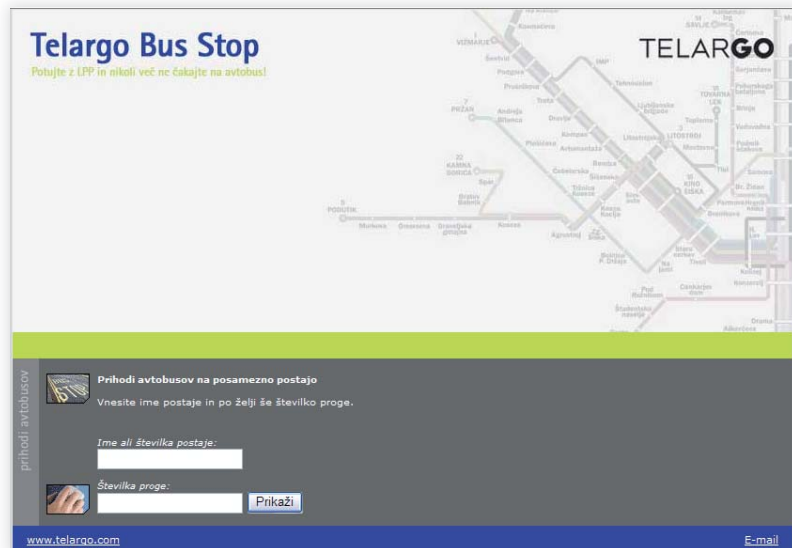


Figure 6: ETA predictions engine accessed through the internet

GO



Figure 7: Custom made complimentary postcards with instructions on how to use the SMS service, available at strategic locations throughout the city

4.3 Brand name evolution

Improved service levels, greater user friendliness and the ability to provide passengers with accurate travel information when and where they require it eventually lead to the evolution of the brand name and changes in passenger's perception of the public transit company (Figure 8). This process begins with the introduction of Telargo Service as the means to improve the service quality, leading to increased passenger satisfaction and ultimately, different perception of the brand name.

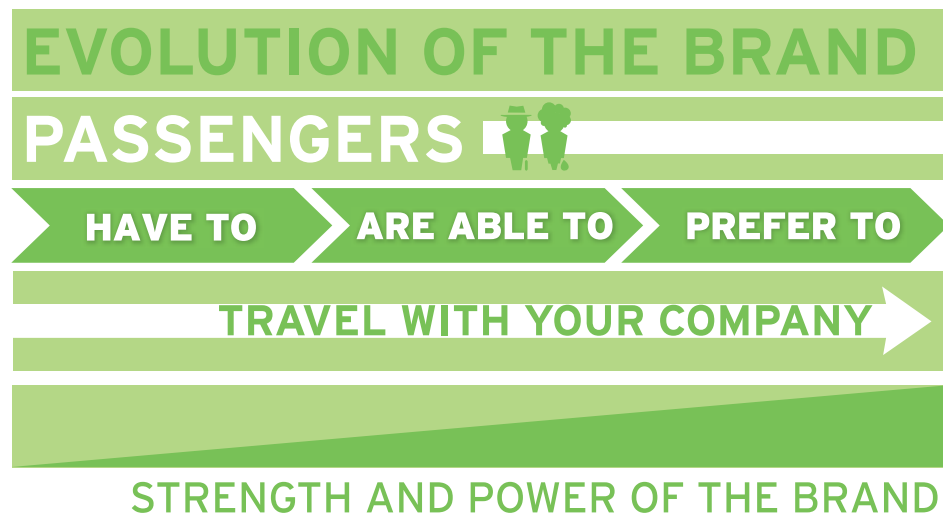


Figure 8: The process of brand name evolution



Telargo is a comprehensive mobile assets management service that uses advanced technologies to significantly enhance the operation of the vehicle fleet by improving the quality of service, raising the efficiency and drastically lowering the operating costs of the vehicle fleet.

Our main purpose is to enhance the business of our partners by providing them with intelligent, comprehensive and reliable solutions.

www.telargo.com

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