

Kapsch TrafficCom

Kapsch Mobile CRM application: *Mobile application for customer relationship management.*

The Kapsch Mobile CRM application enables toll road operators to cut operating costs of the ETC system at conventional customer care channels such as Point of Sales and Call Center. Highest self-care rates of customers are accomplished through the application's exceptional user experience.

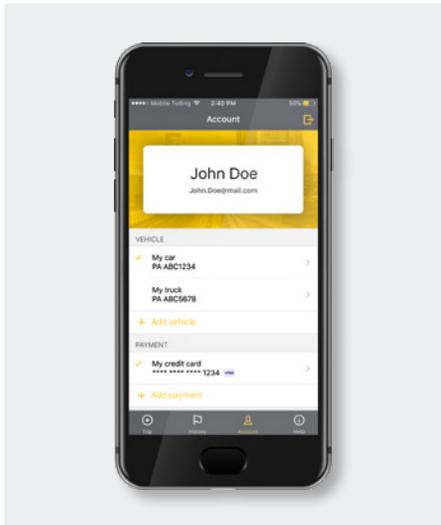
The Kapsch Mobile Customer Relationship Management (CRM) application is optimized for covering customer relationship management relevant use cases in the fields of electronic toll collection (ETC). Kapsch has put its vast operational experience from operating ETC projects all over the world into the design of the Mobile CRM application improving customers' self-care rate. Thereby, the number of calls as well as the visits at Point of Sales (POS) are reduced.

Using human centered design approaches, the Kapsch Mobile CRM application allows intuitive operation by the target audience and thereby ensures road users' satisfaction. The application is highly customizable according to customer and project needs, and as such allows for instance the support of a

specific corporate design or language. Depending on the country's market share of the respective smartphone operating systems, the Kapsch Mobile CRM application is available for download and installation from selected app stores, such as Google Play and Apple Store.

The Kapsch CRM application allows road users to register in the ETC system by providing relevant user, vehicle, OBU (on-board unit) and payment details. The application also provides road users with the ability to declare their HOV (heavy occupancy vehicle) status which qualifies them for driving on managed lanes (at a lower toll rate) where applicable. By registering payment means such as credit cards, debit cards, or PayPal to the account, cashless pay-

ments, e.g. for adding funds to the account balance, can be processed directly within the Kapsch Mobile CRM application. For unbanked users, Kapsch supports the use of prepaid cards to add funds to the account balance. All payment related activities are encapsulated in a PCI-DSS compliant environment ensuring bank-grade security for the road user. While road users with post-payment accounts can query their currently unpaid toll transactions, road users with pre-payment accounts have access to their current account balance on the smartphone at any given time – thus in both cases making a POS visit or call to a Service Center obsolete. In addition, the Kapsch Mobile CRM application allows purchase of eVignettes and route tickets where applicable.



The Kapsch Mobile CRM application offers also various location based services such as displaying the toll road network for better orientation or guiding the road user to the nearest POS if, in rare cases, physical interaction with support staff is needed. Additionally, the embedded toll calculator utilizes information of the toll road network for providing the road users with an indication about the toll amount that needs to be paid when driving with a specified vehicle from A to B at a selected time. The toll road operator's communication to road users is facilitated by real-time notifications, for example warnings about low toll balance or traffic jams.

The Kapsch Mobile CRM application offers encapsulated interfaces that can be connected to any back office system or payment provider with minimal integration efforts. Optionally, a Kapsch Mobile CRM application back end capable of scaling up to several million transactions per day and operating with highest availability can be deployed in order to keep the impact on ongoing operations at a minimum. The complete solution can be monitored via standardized interfaces. Additionally, anonymous usage statistics (number of downloads, number of active users, etc.) and UX metrics are recorded and analyzed enabling further optimizations during operation.

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Features.

Mobile CRM application.

- > Saves you costs, as it reduces the need for interactions between customers and road operators by
 - > Reducing the number of visits to the Point of Sales
 - > Minimizing the number of calls to the call center
 - > Helping road users to comply
- > Improves user convenience and customer satisfaction through its
 - > Self-care possibilities of road users
 - > Intuitive operation
- > Highly customizable design
 - > Supporting your corporate design guides
 - > Multi-language support
- > Running on all major mobile operating systems
- > Supporting the trend that there are more mobile than desktop users

Supported use cases.

- > Secure registration & login
- > Secure PCI-DSS compliant environment for
 - > Registration of payment means
 - > Processing of cashless payments, e.g. for adding funds to the account balance
 - > Support of payment methods for unbanked users
 - > Support of pre- and post-payment schemes
- > Account balance checks
- > Purchase of eVignettes

- > Purchase of route tickets
- > Edit account and personal information
- > Edit vehicle and OBU information
- > Declaration of HOV status
- > Find closest Point of Sales
- > Toll calculator
- > Trip- and payment history
- > Register trouble tickets
- > Transmission of relevant real-time notifications
- > ... extendable on demand

(Optional) Mobile CRM back end.

- > Saves you cost, as it requires minimal integration efforts due to
 - > Encapsulated interface to the central system
 - > Encapsulated interface to payment providers
- > Highest scalability
- > Highest availability
- > Support of standardized monitoring interfaces
- > Provision of usage analytics & reports

Mobile CRM application management.

- > Deployment and roll-out support of the Kapsch Mobile CRM application
- > 2nd and 3rd level support
- > Maintenance of Mobile CRM application including updates after OS updates