

WELCOME TO CLEVELAND

IBTTA
TOLLING. MOVING SMARTER.



Putting Data To Work

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SRTA Overview

The State Road & Tollway Authority (SRTA) is a statewide independent authority that:

- Operates Georgia toll facilities – I-85 Express Lanes
- Operates Peach Pass Customer Service Center & Back Office System
- Serve as a State transportation financing arm
 - Manage ~ \$1.1B in transportation bonds
 - Issue & service toll revenue financed debt
 - Administer GTIB Program
 - Administer GO! Transit Capital Program



SRTA is governed by a five-member Board:

Governor (Chair)	
GDOT Commissioner	State CFO/OPB Director
Lt. Gov.'s Appointee	Speaker's Appointee

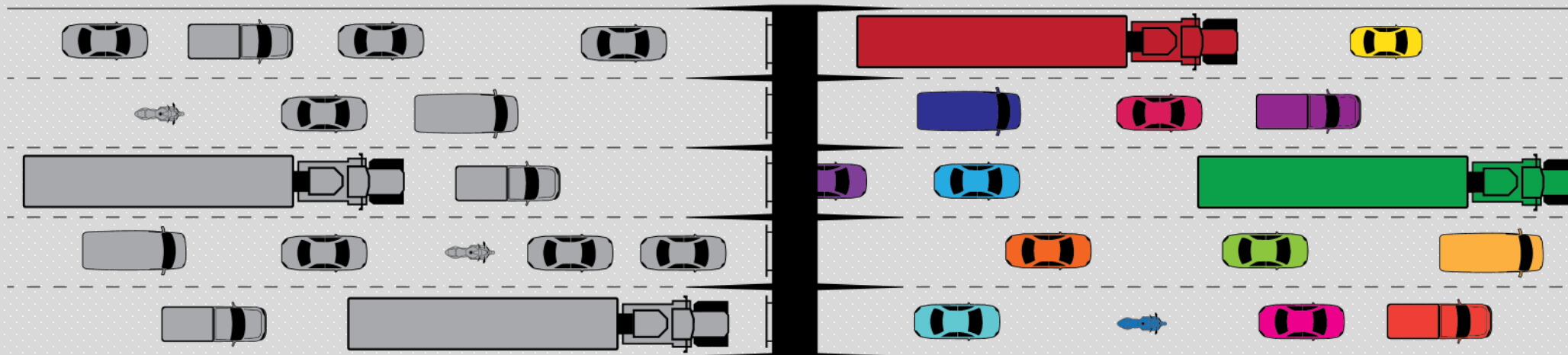
Tolling Customer Segmentation



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A CAC | GROUP Company

Knowing your customers



- They aren't just vehicles or axles on a tollway, they are your *customers*
- Understand who they are and why they are your customer
- Appropriately allocate resources (marketing, communications, customer service, operations)

Using data to understand customers

- Reasons to use data
 - Develop customer intelligence
 - Improve the customer experience
 - Reinforce or change customer behavior
 - Impress your boss
 - Everybody is doing it
- Obstacles
 - Privacy concerns
 - Where do I start?
 - It's too complicated
 - It's too expensive
 - We don't do things that way



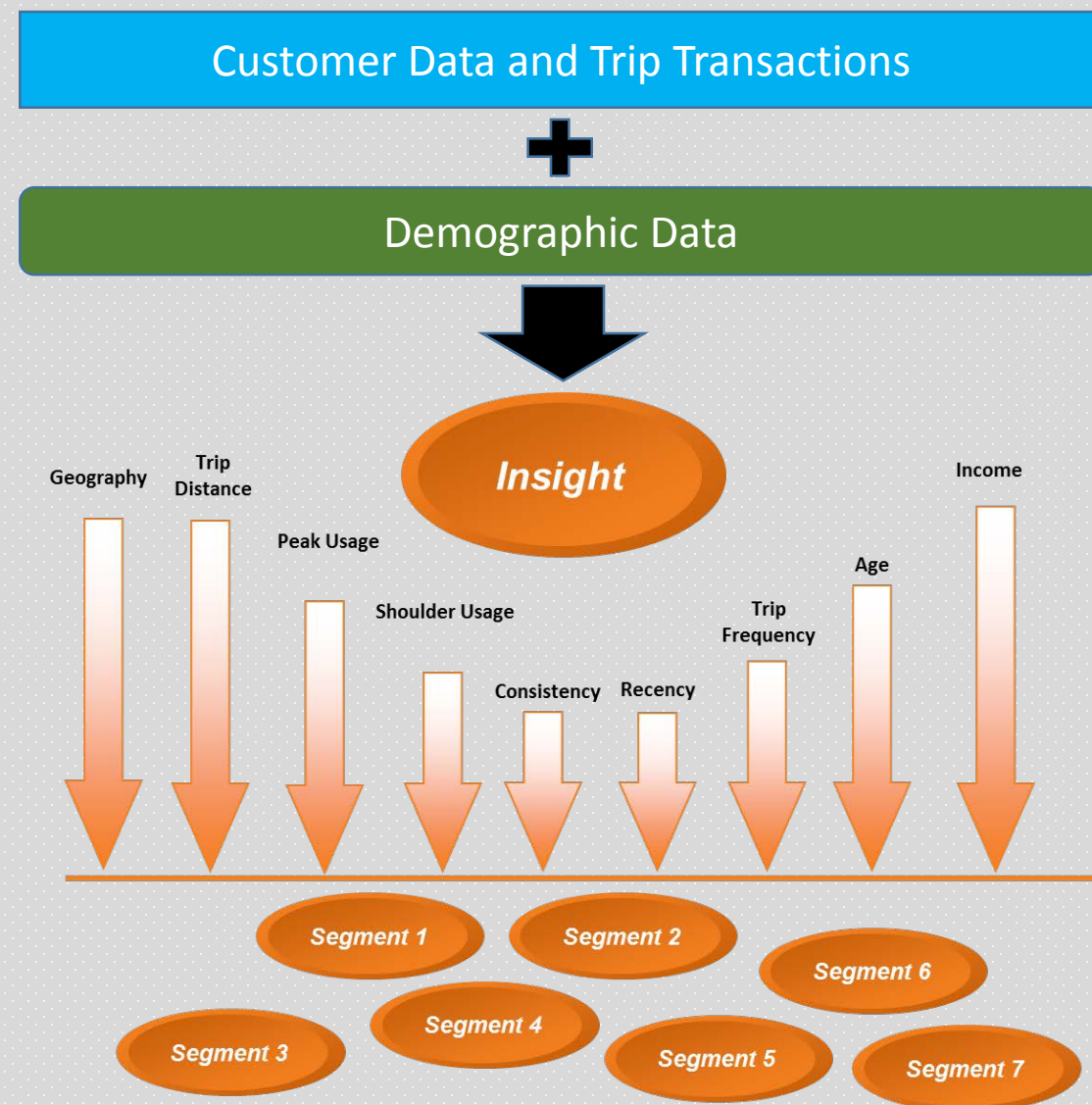
Data sources in tolling

- Tolling authority
 - Trip transaction history
 - AET or license plate images
 - Customer profile
 - Customer service data
 - Survey responses
- Consumer *IntelliBase*TM
 - 120 million US households
 - Over 500 data elements
 - Demographics
 - Census
 - Interests and lifestyles
 - Behaviors and attitudes



Segmentation Process

- Receive data files from the tolling authority
- Create a customer-level view
- Add in demographic data
- Analyze the data and identify customer insights
- Create data-driven segments
- Profile each segment
- Come up with catchy names for each segment



Customer Segments

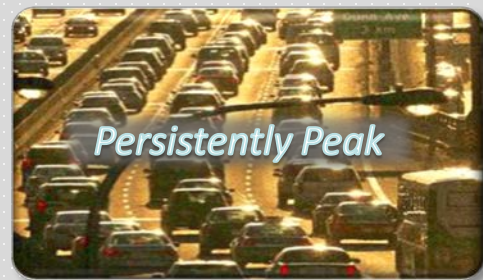
Frequent

Customers:	22%
% of Trips:	83%
Frequency:	Daily
Consistency:	High

Peak Customer Segments

Infrequent

Customers:	78%
% of Trips:	17%
Frequency:	Bi-Weekly
Consistency:	Low



Young Potential segment

Key Performance Indicators

of Customers: 2,095 (5.7%)
 14.6% of Total Trips
 21.1% of Total Peak Trips

Miles Traveled: ↑↑
 AM Shoulder Trips: ↑↑
 PM Shoulder Trips: ↑↑
 # Return Trips: ↑↑
 Age: ↓↓
 Income: ↓↓
 Price Sensitivity: ↑↑↑↑



Demographics

- Young and single – aged below 35
- Income \$30k-\$75k
- Socially active and influential
- Top Silhouettes: New Luxury, Americana Families, Young Neighbors



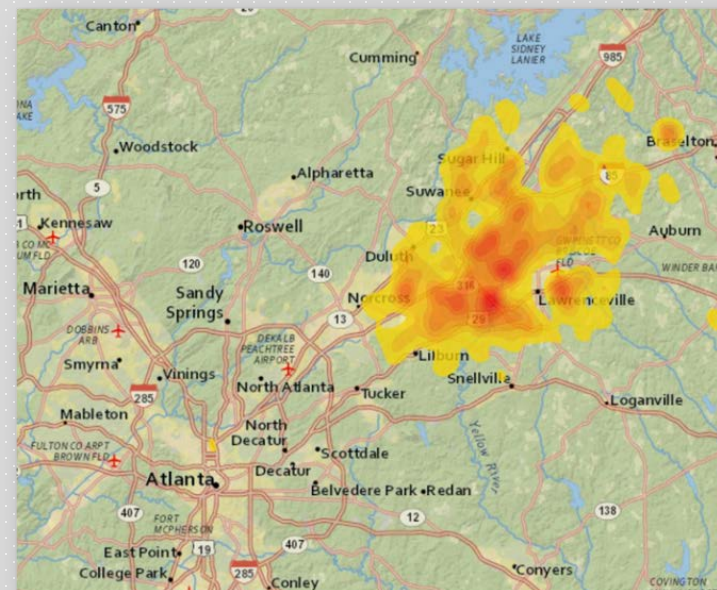
Behavior Characteristics

Usage

- Avg. trips/week: 4.0
- Avg. days/week: 2.5
- Avg. trip length: 8.4 miles

Travel Patterns

- 50% of trips occur during peak hours
- 17% of trips occur during shoulder
- 52% of days traveled using HOT Lane roundtrip



Young City Dwellers segment

Key Performance Indicators

of Customers: 6,679 (18.1%)
 4.1% of Total Trips
 2.0% of Total Peak Trips

Miles Traveled: ▼▼▼▼
 AM Shoulder Trips: ▼▼▼▼
 PM Shoulder Trips: ▼▼▼▼
 # Return Trips: ▼▼▼▼
 Age: ▼▼
 Income: ▼▼
 Price Sensitivity: ▲▲



Behavior Characteristics

Usage

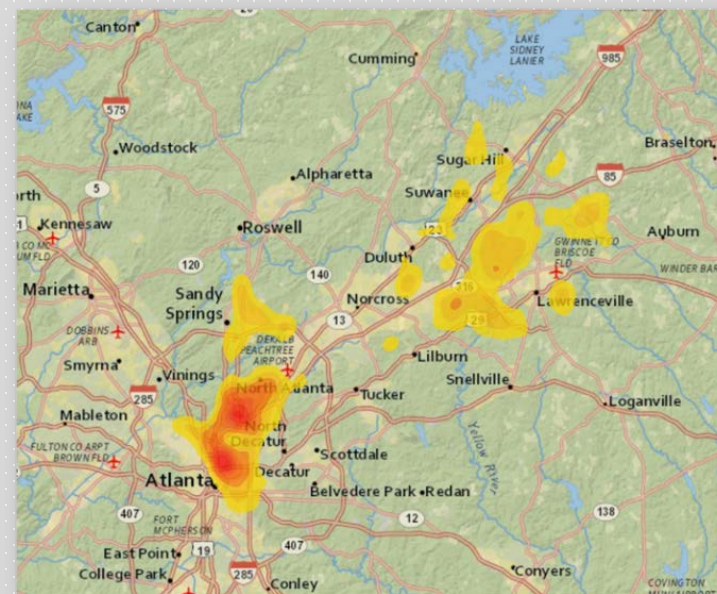
- Avg. trips/week: 0.4
- Avg. days/week: 0.3
- Avg. trip length: 8.1 miles

Travel Patterns

- 35% of trips occur during peak hours
- 7% of trips occur during shoulder
- 19% of days traveled using HOT Lane roundtrip

Demographics

- Under 35, usually single
- Income below \$75k
- Bargain hunters – very price sensitive and not brand loyal
- Top Silhouettes: New Luxury, Cultural Singles, Americana Families



Putting data to work for you

1. Identify and assess data sources
2. Cleanse and combine data across sources
3. Create a customer-level view and generate behavioral insights
4. Append demographic data
5. Segmentation and profiling
6. Relevant and targeted customer communications and offers
7. Reinforce or change customer behavior
8. Analyze results

Employee Segmentation

A similar approach can be used to combine and analyze data to improve understanding of employee performance and engagement

1. Gather historical employee data
 - i. Employment data: years of service, role, title/grade, manager
 - ii. Performance data: reviews, metrics (e.g., call center)
 - iii. Survey data: employee engagement, job satisfaction, interests
2. Combine the data at the employee level and analyze
3. Create data-driven segments of differentiated groups of employees
4. Insights about top (and bottom) performers, employee engagement, and retention
5. Relevant and targeted employee communications and programs

PUTTING DATA TO WORK

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PANEL:

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REFRESHMENT BREAK

NEXT UP: *Break-out Sessions*

ORCHID EAST

Putting Data to Work: Customer Surveys & Focus Groups

CALYPSO

Happy Employees Will Improve your Bottom Line