MADX

Cash Customers Don't Disappear

"Solving" the AET Unknown User Dilemma

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IBTTA TOLLING, MOVING SMARTER.

AET from the Unknown User's Perspective: Driving while Confused ("DWC") at 70mph

Is this a toll road?

What am I supposed to do?

What is this bill and why is it so high?

Should I pay it?

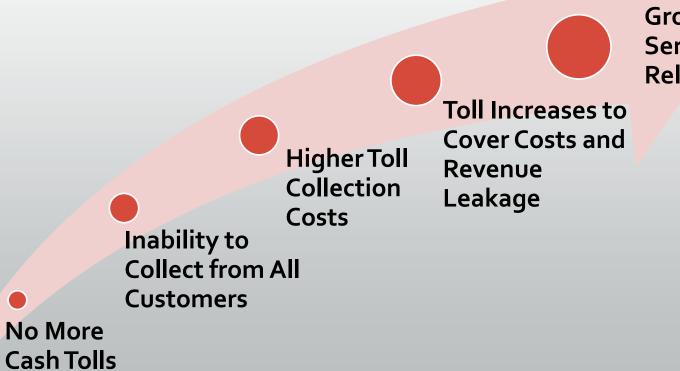








AET from the Agency's Perspective: Impact of Image Based Tolling on Business Operations

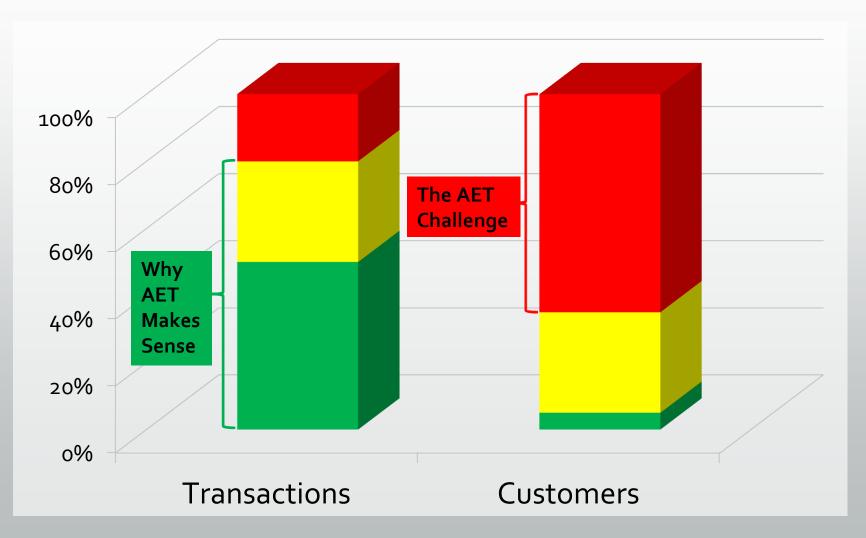


Growing Customer
Service and Public
Relations Issues

MIAMI, FL JULY 12-14, 2015

Contractions of the AET Business Model:

Transactions vs. Customers

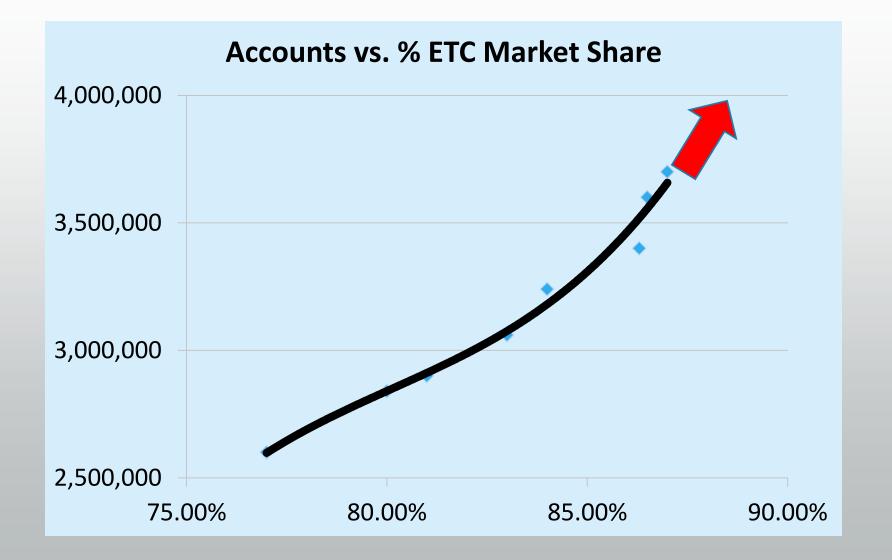


- Infrequent (twice/year or less)
- Somewhat Frequent (at least once/month and > twice/year)
- Frequent (at least once/week)

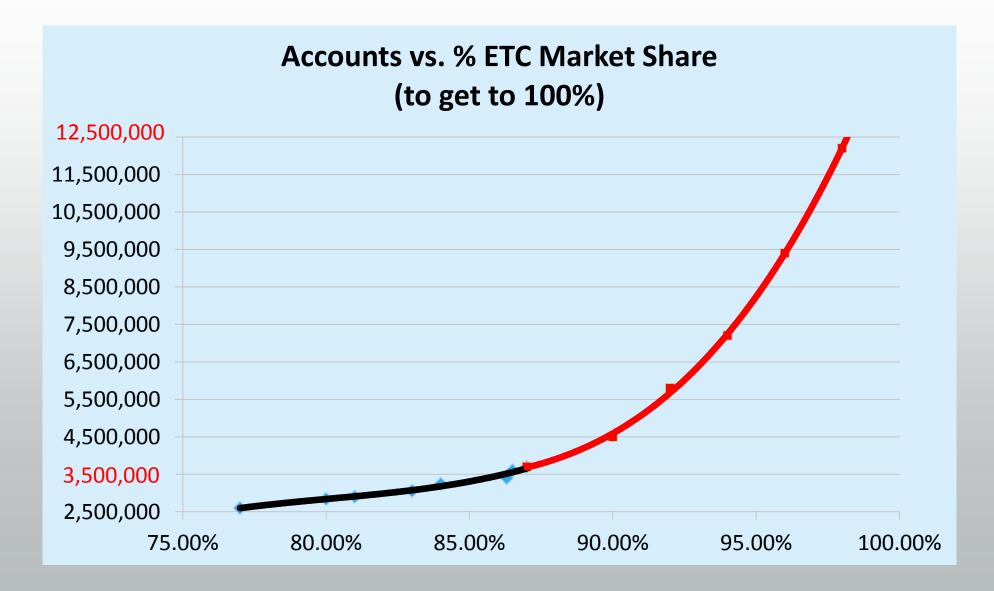


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How many Accounts do you Want?



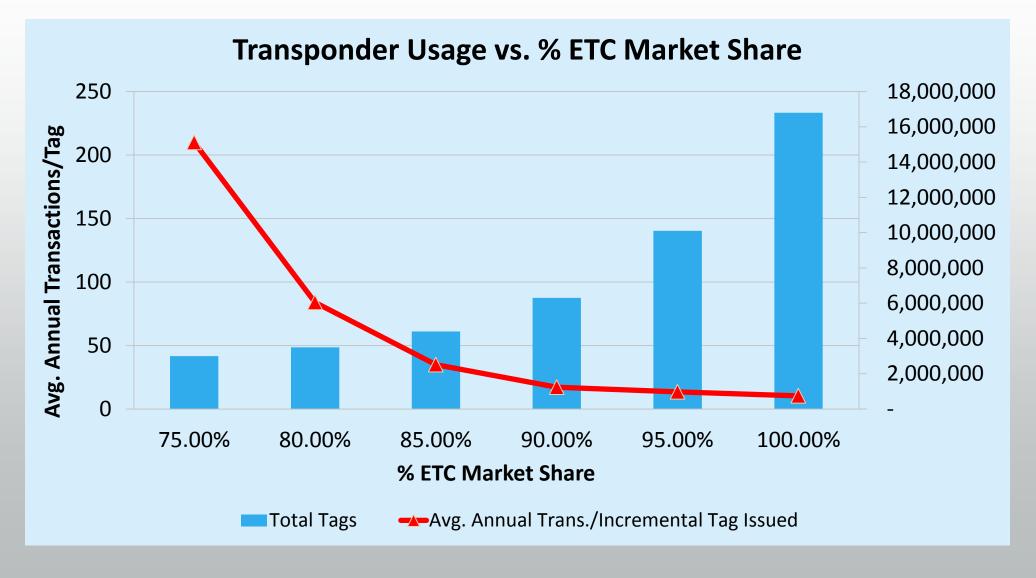
Do you really Need these many Accounts?





MIAMI, FL JULY 12-14, 2015

Do you Want to Issue these many Transponders?



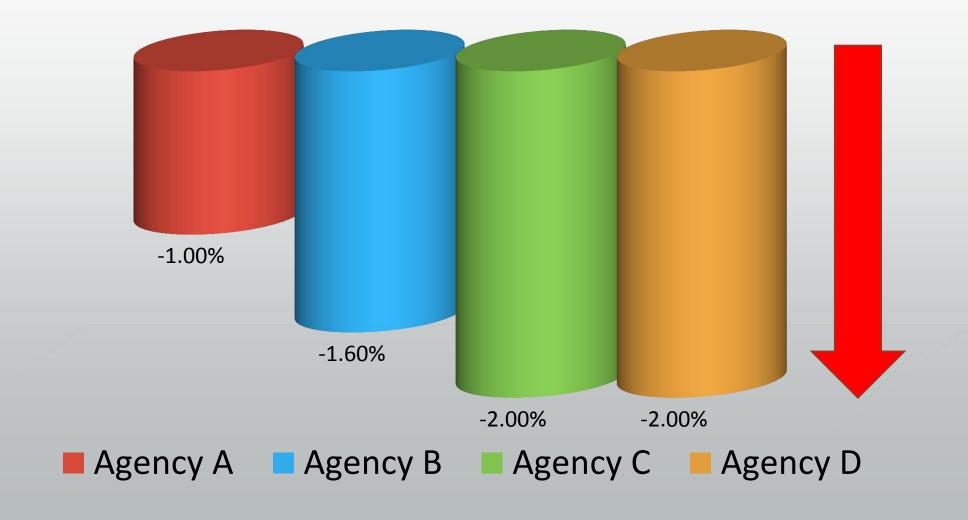


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Some AET Customers prefer Image Based Tolling

Change in ETC Market Share from FY 2013 to FY 2014



Solutions for the Unknown Customer

Instruct Customers to Take Action

Push Customers to Cheaper Payment Channels

Find and Partner with who owns your Unknown Customer





Tell a Continuous, Reinforced Story to your **Unknown Customers to Take an Action**







AVOID FINES 7 DAYS TO PAY illinoistollway.com

This is a toll road!

Here's how to pay

Reinforce how to pay at the toll point

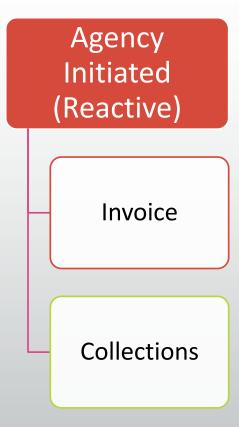
If you fail to pay, there are consequences!





Summit on All-Electroni

Push Unknown Customer to Cheaper Payment Channel





IBTTA

Push Unknown Customer to Cheaper Payment Channel

Agency Initiated (Reactive)

Invoice

Collections

Customer Initiated (Proactive) Online Mobile App **IVR** Kiosk Call Center

Find and Partner with who Owns your Unknown **Customer because...**

Your Unknown Customers are already <u>Someone</u> Else's Customers



Build National Toll Interoperability



Partner with existing 3rd Party **Service Providers** (think outside toll roads)





Thank You!

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