

Cash Customers Don't Disappear

“Solving” the AET **Unknown** User Dilemma

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

Is this a toll road?

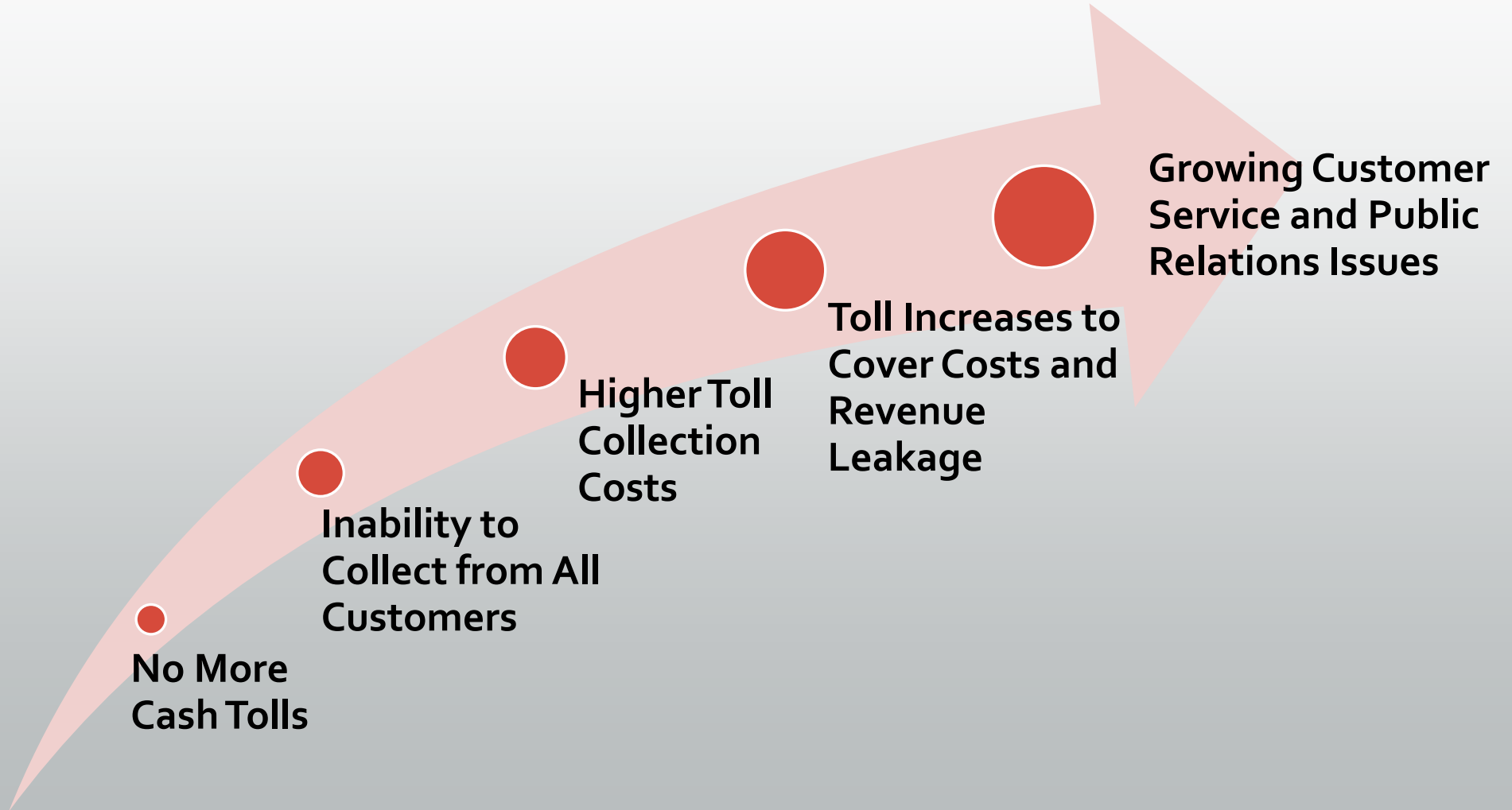
What am I supposed to do?

What is this bill and why is it so high?

Should I pay it?



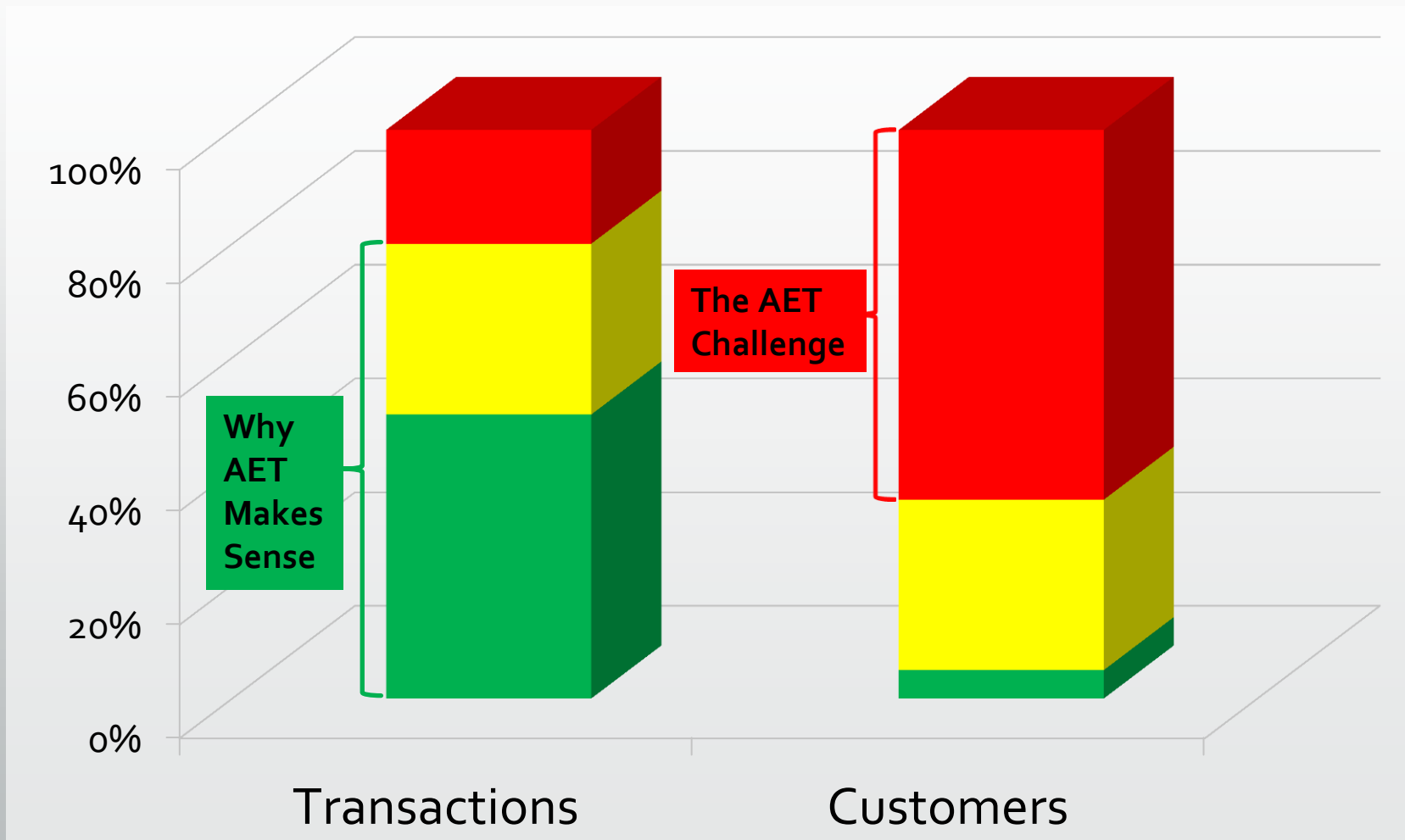
AET from the Agency's Perspective: Impact of Image Based Tolling on Business Operations



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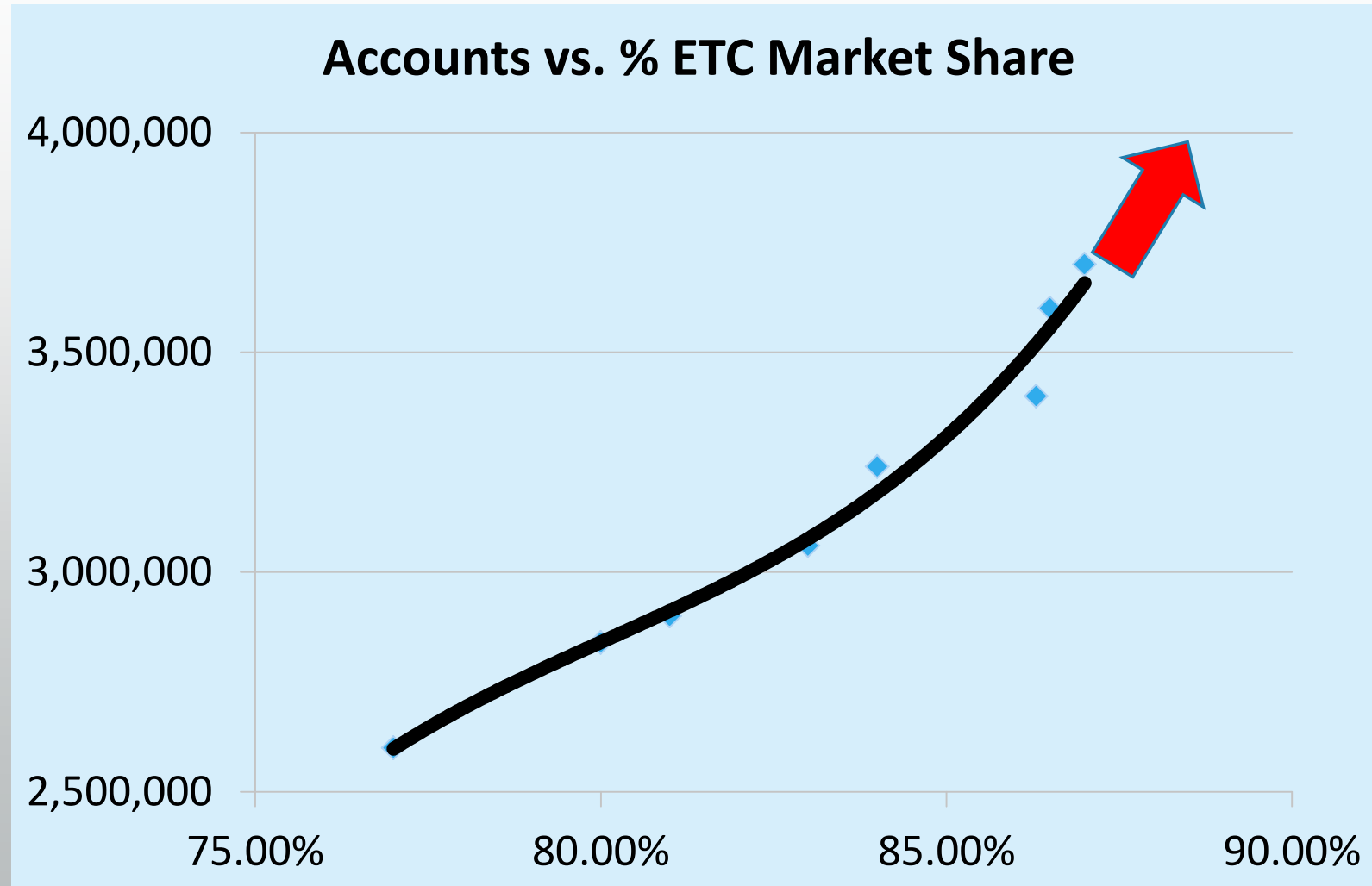


Contractions of the AET Business Model: Transactions vs. Customers

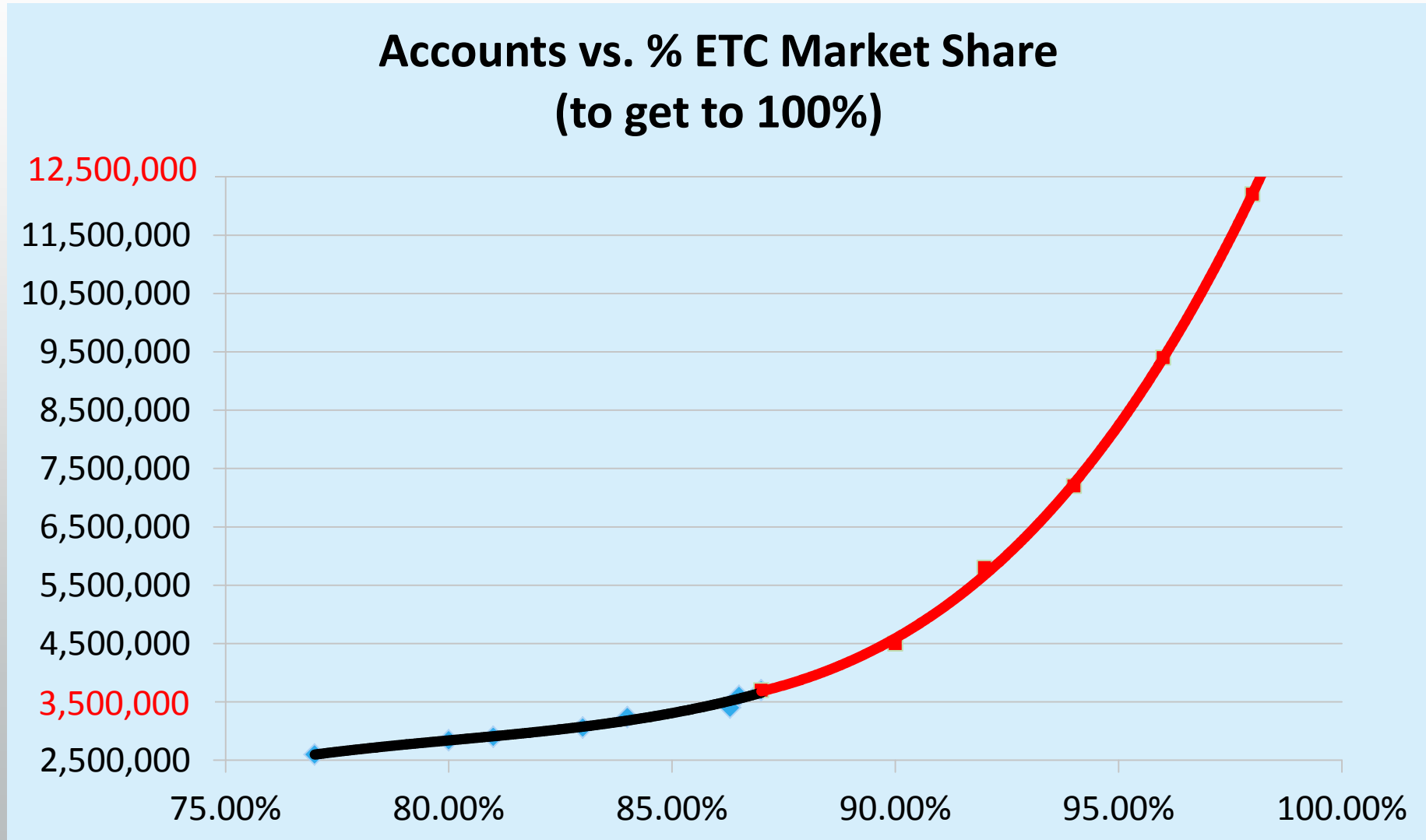


- Infrequent (twice/year or less)
- Somewhat Frequent (at least once/month and > twice/year)
- Frequent (at least once/week)

How many Accounts do you Want?



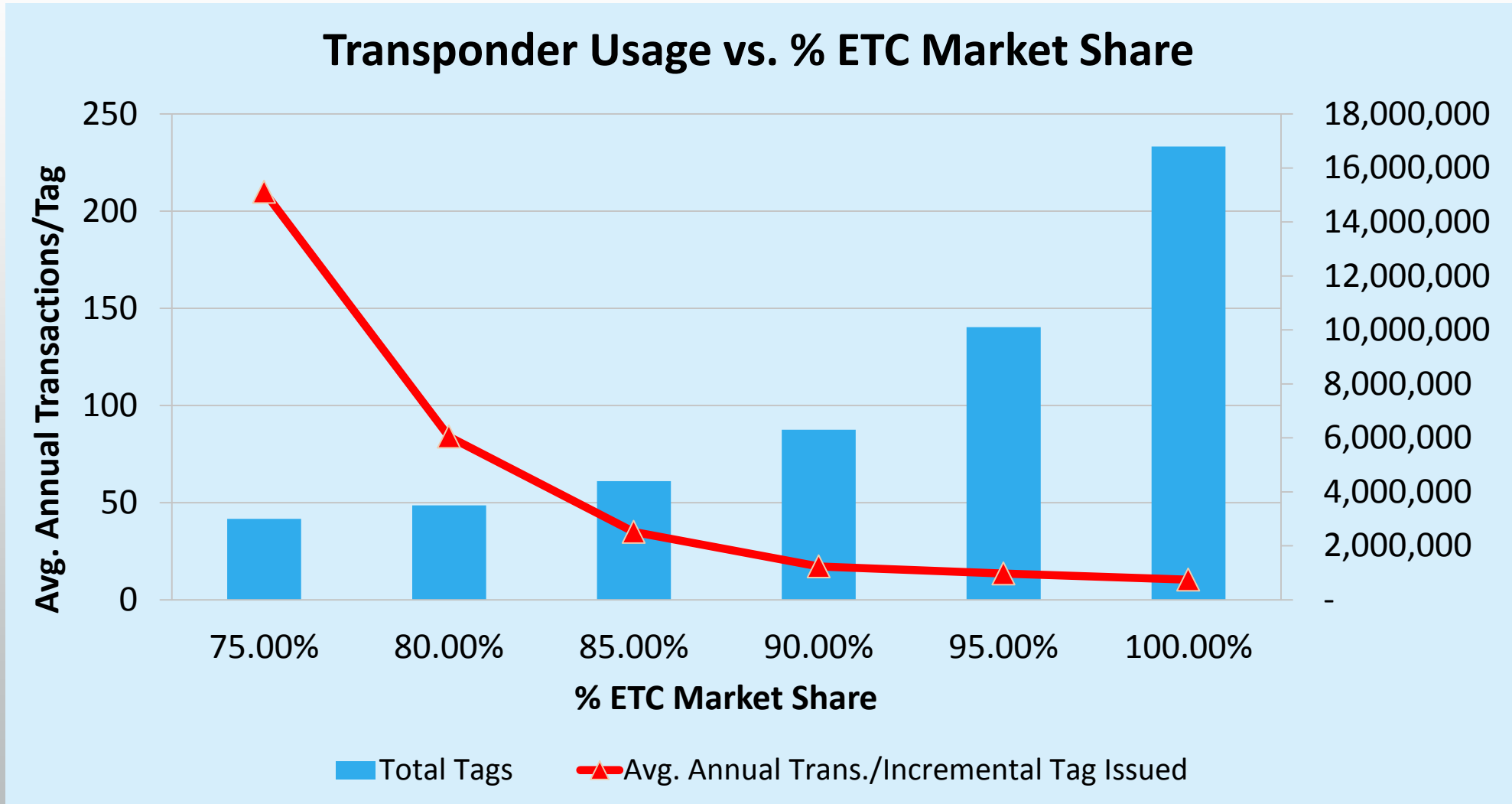
Do you really Need these many Accounts?



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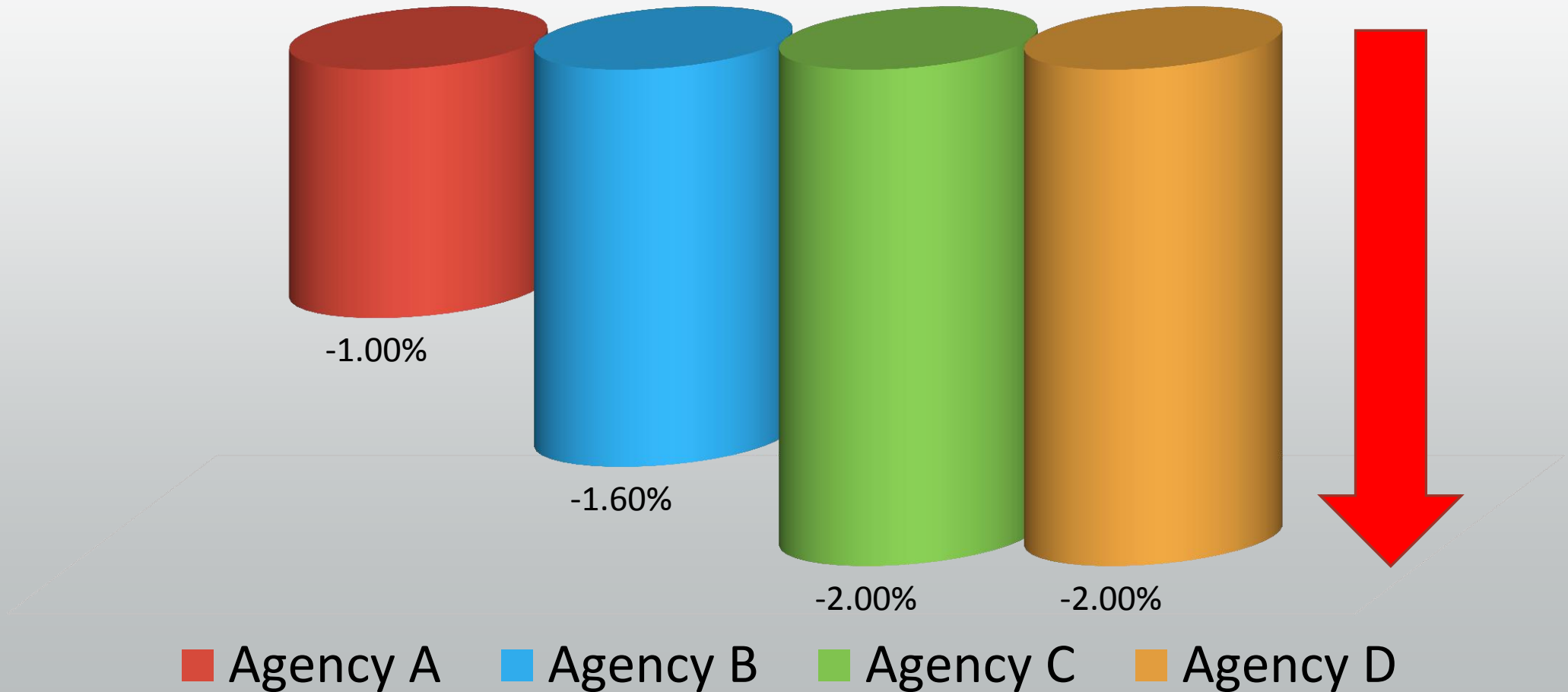


Do you Want to Issue these many Transponders?



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



This is a toll road!



Here's how to pay

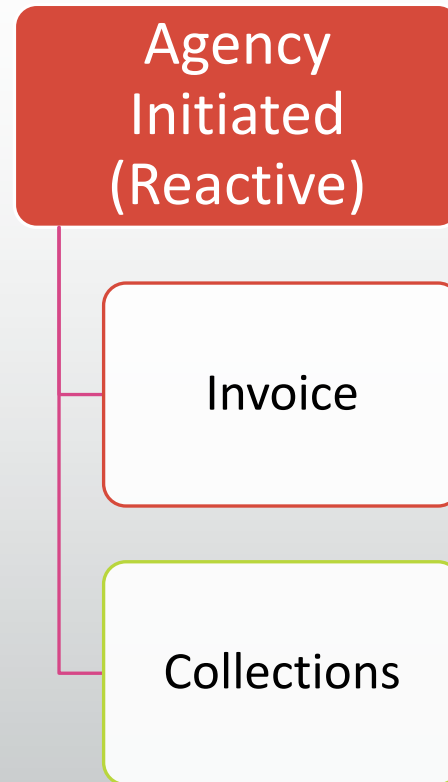


Reinforce how to pay at the toll point

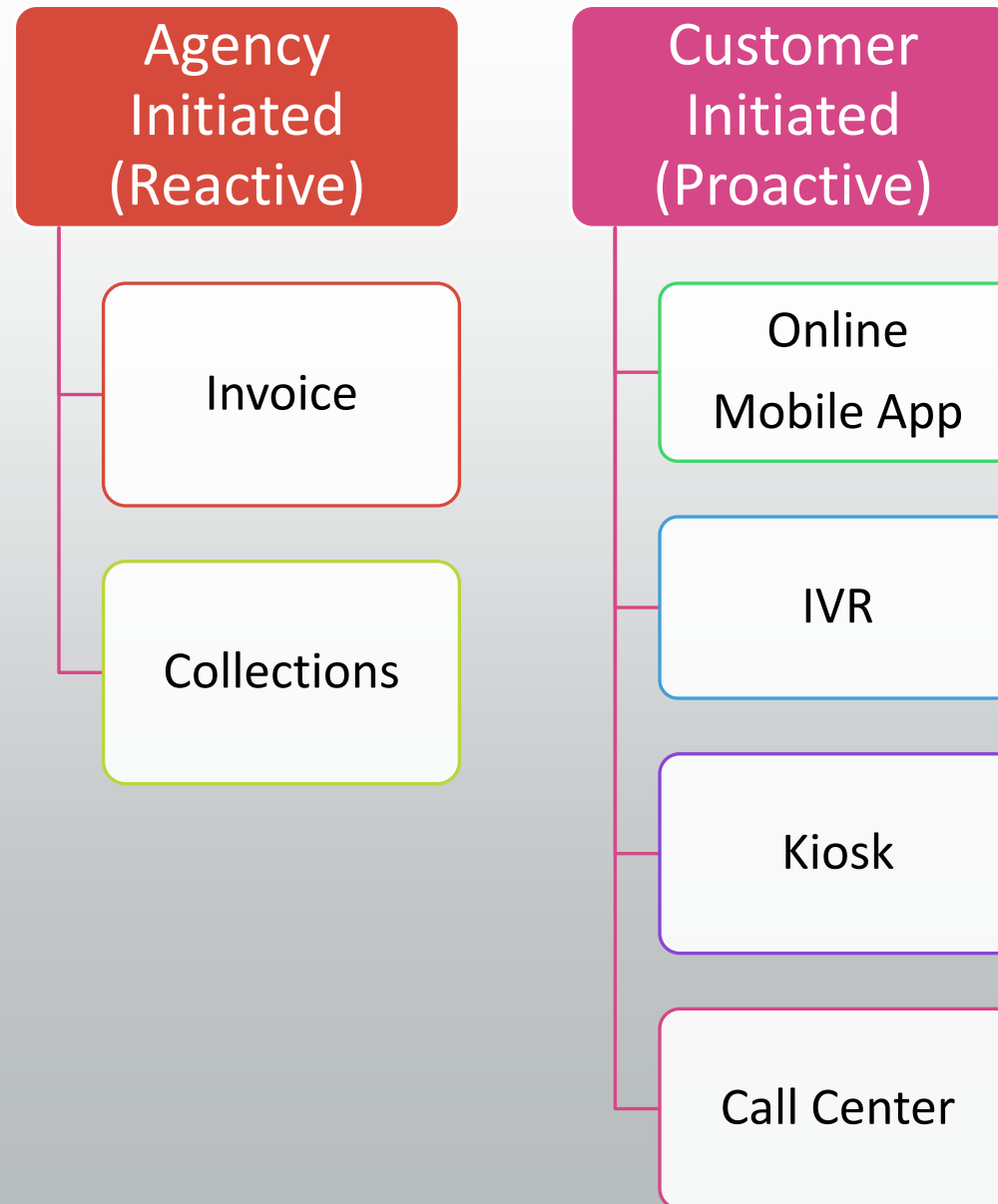


If you fail to pay, there are consequences!

Push Unknown Customer to Cheaper Payment Channel



Push Unknown Customer to Cheaper Payment Channel



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



Thank You!

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