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CHECK OUT CUBIC'S ROADMAP TO HELP CITIES THRIVE

Mobility as a Service (MaaS) drives the idea of change in transportation. And right now, transportation needs this change.

Rural communities, mid-sized cities, and urban centres are seeking a solution to help manage their evolving transit systems. Cubic Transportation Systems recognises this need, so the company has developed a roadmap on how cities can leverage transportation technologies to adapt

infrastructure. The roadmap, "Leveraging Technology to Adapt and Thrive in Cities Today," provides solutions on how cities can deliver safe, seamless journeys for all users.

Safe, seamless journeys have never been more important than they are now. When transportation networks were disrupted globally due to the pandemic, governments and agencies had to modify and adapt their strategies in a way they have rarely done before. A simultaneous decrease in

transit ridership and revenues with an expected increase in traffic congestion accelerated the need for alternative transportation solutions.

Cubic's suite of technologies such as contactless fare collection, data-based journey planning, virtualised smartcards, virtual ticketing agents and reward, and loyalty and advertising platforms, help cities make their transportation networks safer, efficient, and resilient. These technologies have been proven

and implemented worldwide in cities and regions of all sizes.

While the pandemic disrupted all industries, it has also exacerbated existing challenges relating to service, access, funding, and investment. Cubic says now is the time to build a more resilient network that inspires collaboration and takes new approaches for managing mobility systems. www.cubic.com/projectrebound



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SHIMMICK'S FOCUS ON CUSTOMER JOURNEY MAPPING

Tolling agencies are looking for better ways to understand their customers' experiences as part of their continued improvement initiatives. Shimmick's O&M division believes focusing on the customer experience is fundamental to building a strong brand and implementing technologies and processes that deliver an excellent customer experience through efficient operations. Shimmick accomplishes this through its tolling-specific customer experience journey mapping process. This advanced solution reflects the end-to-end experience toll customers have across every touch point in a multi-channel operation including walk-in, IVR, mobile app, chat, email, and others. The journey map can outline why their clients' customers call their CSC or visit a walk-in centre or



website and what the customers are thinking, doing, feeling, and struggling with across their journey. By tracking the customer journey, Shimmick can work with their clients to improve service delivery and ensure an outstanding experience each and every time. "It's important for our

clients to understand what their customers are actually experiencing," says Scott Wilson, director of Shimmick's operations. "Whether they are trying to pay a toll invoice, create a new account, or replenish a transponder account, the customer needs to have a clear and easy

path to accomplish these tasks. Our customer journey mapping approach allows us to identify gaps in the process, communicate those gaps with our clients, develop solutions and then institute those changes so that each interaction results in the ultimate customer experience."

Brad White, VP of operations added: "This approach to continued improvement for our clients is an example of Shimmick's core values which includes complete transparency with our clients and allows us to develop an association based on mutual trust and support. Our clients know that we are committed to them and their customers which leads to long term, deeper connections with them that are based on meaningful, more authentic relationships."

www.shimmick.com

At a glance: Key products for a fully-optimised traffic surveillance system

To showcase why a focused suite of traffic surveillance solutions is critical to efficiently manage the road, Axis Communications, a leader of IP-based products and solutions that offers a purpose-built portfolio for roadside surveillance, has created a new infographic called "Total surveillance solutions for traffic management."

Outlined in the infographic are the key products for a fully-optimised traffic surveillance system including high-quality thermal network cameras, giving reliable 24/7 detection in any light condition, and PTZ network cameras for roadway wide-area coverage which are able to withstand the toughest conditions. A licence plate network camera is also called

out in the infographic - which is dedicated for capturing sharp images at high speeds. The Axis Q1700-LE licence plate camera is designed for third-party software that allows for applications such

as plate recognition and vehicle classification and counting.

The infographic also highlights the importance of real-time situational awareness and several advanced traffic

applications, such as automatic incident detection and near-miss detection, that can give either real-time or historical data for managing the road.

To see the full surveillance offerings that Axis recommends for traffic management applications, download the full infographic.

www.axis.com

