

MessageCenter » TRAVELER INFORMATION NOTIFICATION

MESSAGECENTER OVERVIEW

MessageCenter is a centralized management tool that delivers content through multiple media channels. Users can subscribe or volunteer for additional services, which provide them with proactive notification of messages such as:

- Trip reminders
- Trip change notices
- Next bus arrival/departure notifications
- Emergency notifications

BENEFITS

Increased Operational Efficiencies

Customers receive transit information through automated notifications, thereby reducing their need to reach call centers and increasing your operational capacity.

Proactive Customer Communications

Stay in touch with your customers by providing regular updates, reminders, and other notifications.

Reduced No-Shows

MessageCenter reduces no-shows by sending automated trip reminders to paratransit customers.

Subscription Revenue Generation

A subscription-based model for notification services could provide you with valuable additional revenue.

IMPLEMENTATION

Stand-Alone System

MessageCenter can function as a stand-alone system if there is no existing Interactive Voice Response (IVR) system. Ontira will setup the required telephone environment and deploy the application.

Value-Added System

MessageCenter can be easily integrated into existing IVR systems.

Scheduler Integration

Existing interfaces to all major schedulers including GIRO HASTUS/ACCESS, Routematch, StrataGen Adept, and Trapeze PASS/FX.

Development API

XML API is available to allow you to interface your custom application to MessageCenter.

STANDARD FEATURES

Customized Messages

Administrators can create and distribute messages such as arrival/departure time of the next bus, emergency messages, current events, service messages, and general announcements.

Telephone/Pager Notification

When integrated with Ontira's IVR system, messages are automatically sent via phone or pager.

Contact Management

Customers eligible to receive notifications are synchronized with your scheduler database and can be viewed and managed in MessageCenter.

Scheduled Message Delivery

Messages can be scheduled for delivery at specific times or by specific events, such as a set time or bus arrival.

Real-Time Notification

MessageCenter can use schedules and times from AVL/MDT systems to trigger notification messages.

Detailed Reporting

MessageCenter provides reports including standard and custom reports on dial-out activity.

OPTIONAL FEATURES

Communicate with your customers through multiple media channels:

Text-Based Notifications

E-mail, Personal Digital Assistant (PDA), and Short Messaging System (SMS)

Variable Message Signs

Display latest arrival and departure information at transit stops and other locations.



ONTIRA COMMUNICATIONS

Ontira empowers transit operators with solutions that enhance customer communications. Providing Automated Traveler Information Systems (ATIS) technology since 1984, Ontira has earned a reputation for reliable and user-friendly multimedia applications and superior customer service. Ontira's information solutions enable transit users across North America and Australia to access traveler information via telephone, Internet, kiosk, fax, wireless technology and digital signage.

