TRAVELER RELATIONSHIP MANAGEMENT
Connecting with passengers

With HAFAS.trm operators can relate to their travelers. Providers can place banners, surveys or location based context within the trip planning app or on digital displays to capture the passenger's attention and get in touch.

Targeted communication with travelers can be useful in many cases. Whether operators want to launch marketing campaigns, ask passengers for feedback or promote specific services – HAFAS.trm allows to place targeted messages to specific passenger groups. When, where and to whom the respective content is displayed can be determined according to various criteria. Operators can filter on customer types (e.g. commuter, tourist, business traveler, student etc.), set time slots and define locations where the information will be seen. This way marketing and communication becomes focused and passengers outside the target group are not bothered with content that is irrelevant to them.

With Traveler Relationship Management service providers can place the right information to the right customer at the right place and time.

SEGMENTATION

The distribution of information can not only be based on customer type, location, time etc., but also on specific actions in the app. If travelers are looking for a certain destination for example, banners or surveys can be integrated and directly trigger actions. The system learns from the users interest or rejection.

LOYALTY PROGRAMS

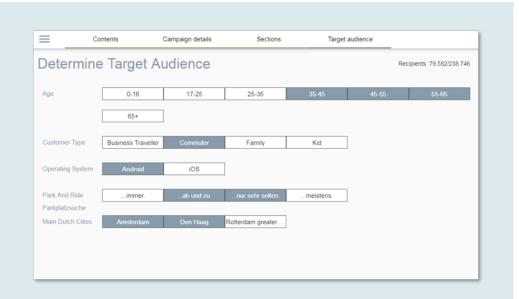HAFAS.trm allows operators to reward customers with benefits like discounts. Loyalty programs can be:

» **Event-driven** / E.g. registration or first time usage of new services

» **Purchase-driven** / Based on the services bought or the accumulated purchase volume

» **Tiered** / Gamification of the usage with achievable targets and status

ANALYTICS

The impact of all marketing campaigns are tracked in the statistics. Survey results can be followed live.

HAFAS.trm

Campaign details and targeting

The dashboard of HAFAS.trm leads operators step by step through all relevant details to start a campaign. After deciding which kind of content is planned (advertisement, poll/ feedback, operator news etc.), travelers to be reached can be defined more precisely.

When all relevant settings have been made, the campaign can be launched. The content is displayed to the target group in the app or on stationary displays. Banners can trigger actions or link to external sites.

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We make mobility as easy as it gets: For passengers and for transport providers. Our software solutions ensure that passengers get from A to B comfortably and seamlessly – from trip planning, reservations, passenger communication and mobile ticketing to comprehensive MaaS solutions and On-Demand-Services. We support transport providers with fleet, disruption and data management, timetabling and live dispatching tools. We are: Siemens Mobility, Hacon, Sqills, eos.uptrade, Bytemark and Padam Mobility.

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