

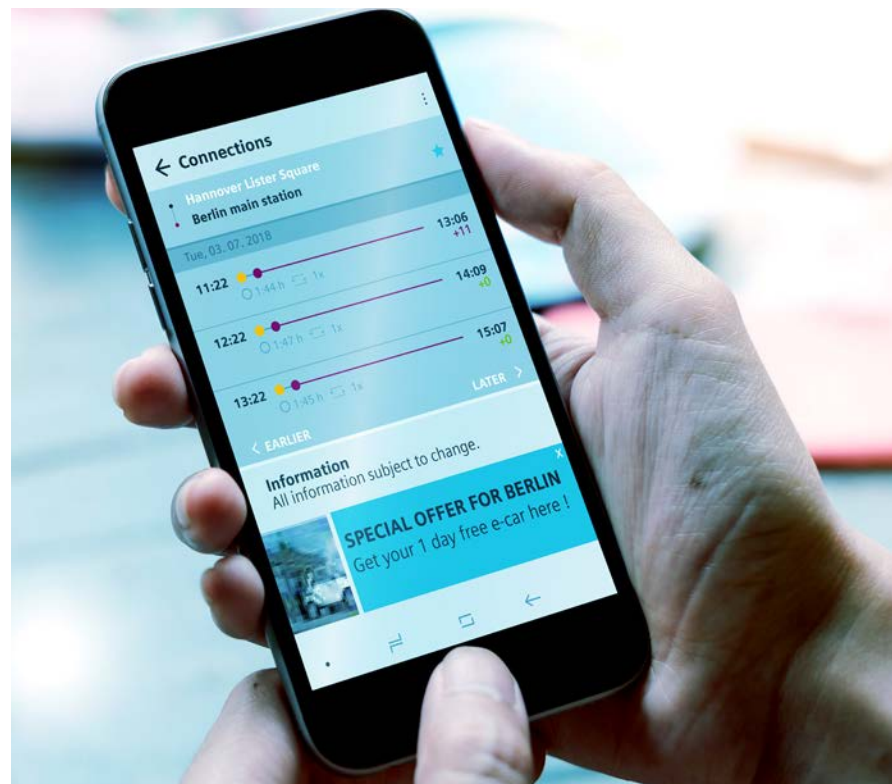
Traveler Relationship Management



Marketing to passengers: Enhancing the Experience of Mobility

Traveler Relationship Management helps operators to relate to their passengers, to meet their needs, to manage customer communication and foster their loyalty.

New mobility options will significantly shape the transportation landscape over the next few years. Knowing, offering and marketing the service and product bundles to the travelers and thereby meeting their individual needs, poses a challenge for every mobility service provider. Operators can use already existing apps or digital displays to capture the passenger's attention using banners, launch marketing campaigns, introduce surveys, discover new target groups among customers, approach focus groups and add location-based context to the communication channels.



Traveler Relationship Management provides you with intuitive and powerful tools for customer segmentation. Content management becomes more efficient and effective.

Make the most of customer data for targeted marketing and communication, to enhance passenger experience and to create loyalty and business impact.



How to master the traveler relationship

Get to know travelers and their behavior and start a dialogue via existing apps or digital displays.

- **User profiles and customer segments**
Get a representative image of your passengers based on their preferences, transactions, location and context
- **Targeting**
Communicate with a specific audience at specific locations and times, or when performing specific actions in your app
- **Location**
Use geofences and beacons for location-based context in the communication
- **Marketing campaigns**
Automate direct communication, manage customized content
- **Analytics**
Quantify the impact of your campaigns and see live statistics of the survey results

Earning traveler loyalty

Benefit by rewarding the customers. Lead their attention to the new services. Increase service usage with initial discounts. Say 'thank you' for valuable customer feedback. See how gamification can help enhance the relationship.

- **Event-driven loyalty programs**
Reward specific behavior like registration or first-time usage of new services
- **Purchase-driven loyalty programs**
Reward the purchased products or the accumulated purchase volume
- **Tiered loyalty programs**
Gamify the usage of the services or app. Add achievable targets and status

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Together, Siemens Mobility, HaCon, eos.uptrade and Bytemark provide a unique and holistic ecosystem of digital services and solutions. From trip planning across passenger communication to mobile ticketing, payment and comprehensive Mobility as a Service (MaaS) solutions, fleet management to train planning systems and mobility data analytics, we share one common goal: enhancing the passenger experience – with our combined power for mobility.