SmartTraxx®: Satisfaction at Every Turn

SmartTraxx

Keep your ridership informed and happy – no matter how often conditions change

For transit companies, it all comes down to one thing: the satisfaction of your ridership. When your passengers are informed and empowered to respond to changing conditions in real-time, they're happy – because they're not left standing on the corner (literally).

The same technology that keeps your ridership in the know by pushing real-time data to their smartphones, can also keep your drivers and management informed on what really matters to them: route changes, ridership data, vehicle maintenance, driver safety and customer satisfaction metrics.

SmartTraxx from InSight Mobile Data delivers all of this information and much more, in one integrated and user-friendly solution that takes advantage of today's popular mobile technologies.
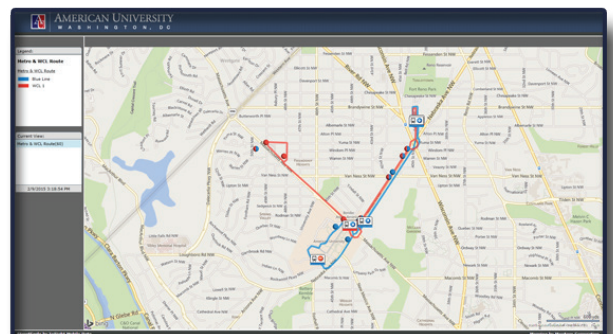
Satisfaction for Ridership:

- The **SmartTraxx App** gives passengers ETA to any bus stop and allows them to view all stops, buses, routes and service announcements

- **Public Viewer** allows passengers to view bus locations and routes from any browser or publicly-displayed monitor

- Manual and automated **passenger counting options** to design the system that best fits your needs, and your budget

- The **BusBuzz interface** (built directly into the app) provides feedback, requests and report service changes directly from their phones in real-time
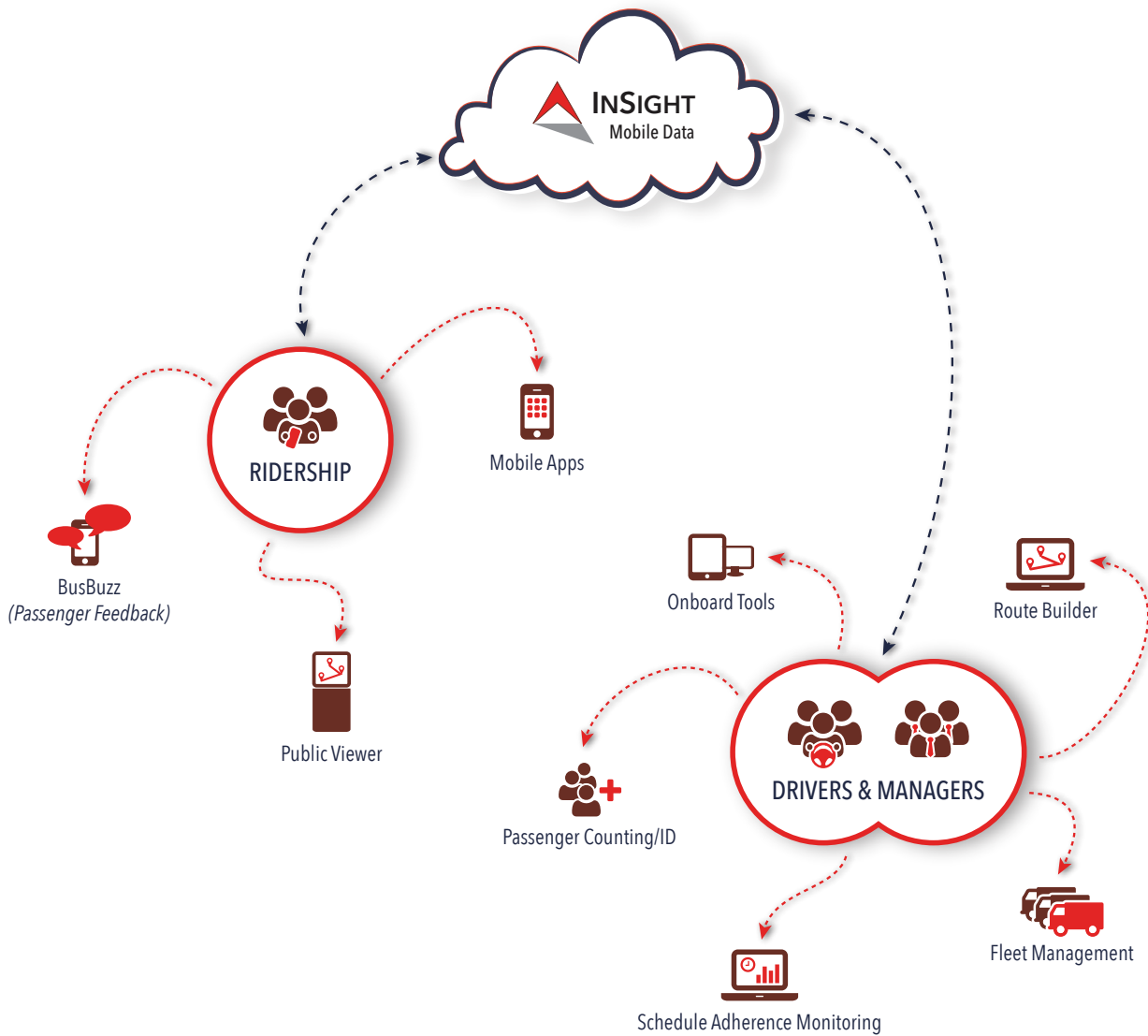
Satisfaction for Drivers and Managers:

- A full set of **bus-specific reports** analyzing vehicle performance and history to ensure ridership is getting the best service possible

- **Route Builder** feature allows managers to custom design, change and manage routes whenever they want to

- Drivers can **access or change routes remotely**, using a tablet or a Garmin® (no need to report back to an office to make changes!)

- **Open API** allows instant, direct access to real-time activity data for integration into other critical software systems

A Fully Integrated Approach for Real-Time Responsiveness

The SmartTraxx solution delivers direct access to real-time bus and route data to ALL parties that need it – riders, drivers and managers – with one ultimate goal in mind: **100% satisfaction of your ridership at every turn**.

InSight
Mobile Data

RIDERSHIP

Mobile Apps

BusBuzz
(Passenger Feedback)

Public Viewer

Onboard Tools

Route Builder

Passenger Counting/ID

DRIVERS & MANAGERS

Schedule Adherence Monitoring

Fleet Management

InSight Mobile Data develops innovative, flexible fleet management, asset tracking and mobility solutions that provide real-time visibility into the mobile work environment. Our solutions deliver the ability to capture, analyze and integrate business-critical data from ALL mobile resources – vehicles, equipment and mobile employees – through one fully configurable and user-friendly platform.