



**Leveraging Technology to
Enhance Customer Service**

December 18, 2014

Knowing Your Audience

“Millennials” were born between 1980 and the mid-2000s and are now the largest generation in the U.S.

- Represent one-third of the total U.S. population in 2013
- Most educated generation to date
- First generation to have access to the Internet in their formative years
- 75 percent have an account on a social networking site
- 25 percent believe that their relationship to technology is what makes their generation unique



A Sea Change...

- Changing how services are delivered rather than the services themselves
- Changing expectations about transportation
- We have begun to invest in improvements with millennials in mind
- Tollway customers want technology
 - Twitter followers now at nearly 7,000 - up 307 percent percent since late 2012
 - More than 40 percent of I-PASS customers opt to receive Tollway news via email



Technology is Changing the Tollway



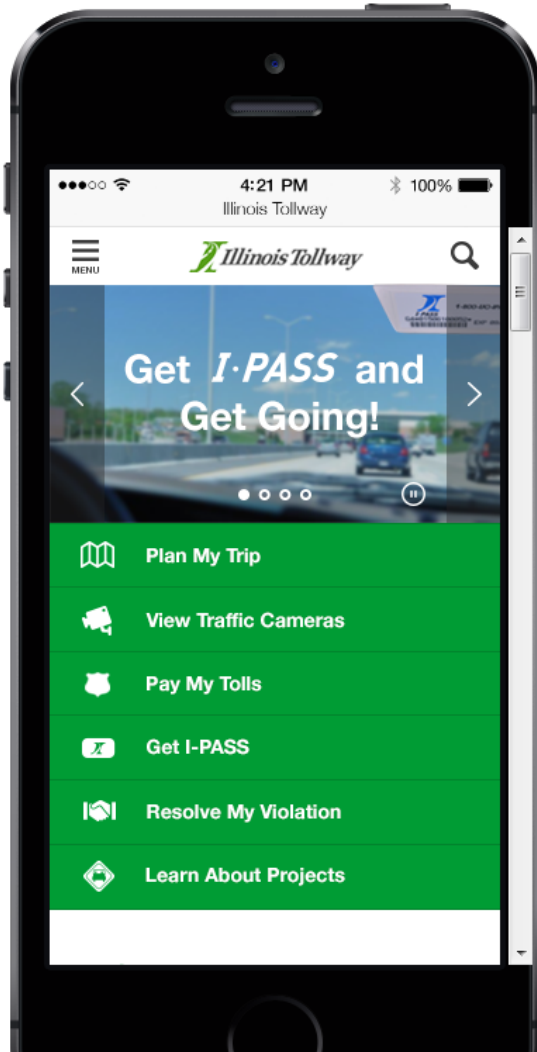
- Percentage of users who are expected to access the Tollway's website from their smartphone or tablet*

*Based on previous year's growth

Presented on December 18, 2014



Keeping Up with the New Millennials



- Several new projects in development
- Mobile applications
 - Hands-free, eyes-free travel application
 - Smartphone tolling application
- New website features and enhancements



Illinois Tollway SafeTrip

- **Challenge: Using mobile phones while driving is unsafe and state law bans the use of hand-held cellphones while driving in Illinois**
- **Solution: New application broadcasts alerts based on GPS location, including:**
 - ❑ Traffic and roadway incident conditions
 - ❑ Construction work zone information
 - ❑ Bridge clearance level and weight constraints
 - ❑ Tollway customer messages
 - ❑ Special promotions and events



Illinois Tollway SafeTrip

■ Phase One Pilot Program – In Progress

- ❑ 30 Tollway employees
- ❑ Android and iPhone devices
- ❑ Two types of data sources
 - Automated roadway incident and lane closure data from TIMS
 - Manual interface
- ❑ Additional alerts (plaza number, travel times, etc.) currently being automated



Illinois Tollway SafeTrip – What's Next

- **Launch Phase Two Pilot Program on late-January 2015**
- **Will include 100 members of the general public**
- **First-come, first-served registration on the Tollway's website**
- **Will gather public comments and feedback**
- **Will provide input for procurement next steps**



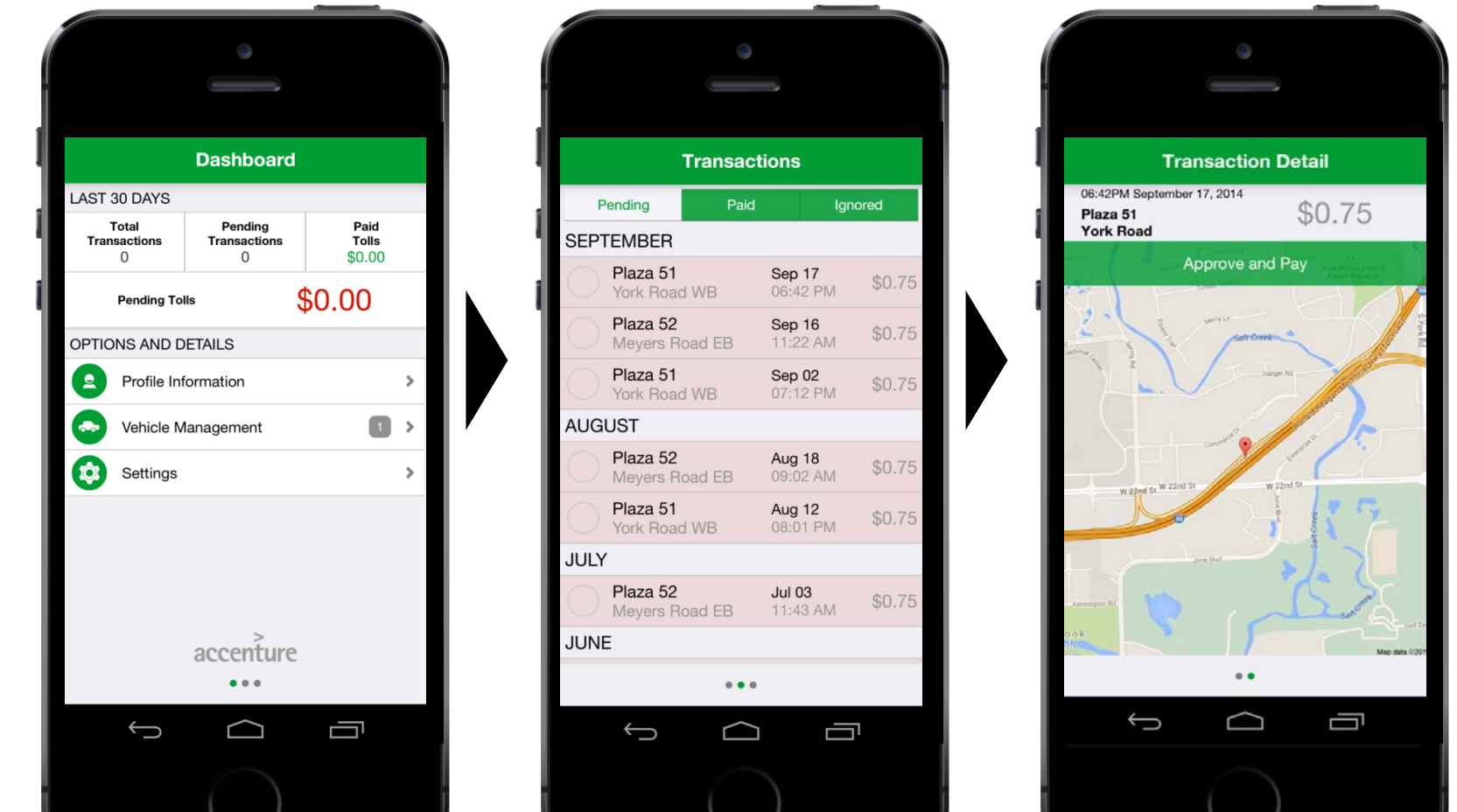
Smartphone Tolling Application

- **Challenge:** Acknowledge that not everyone is going to get I-PASS and find an efficient way for visitors and infrequent visitors to pay tolls
- **Solution:** Opportunity to be the first toll agency in the nation to pilot an Accenture smartphone tolling application

Smartphone Tolling Application

- Application “runs in the background” on the smartphones of drivers who opt in
- GPS activates application from passive mode to active mode as driver approaches toll plazas
- Cutting-edge innovation, especially for open road tolling environments
- One of four agencies currently testing smartphone tolling

Smartphone Tolling Application Pilot



Smartphone Tolling Application Pilot – Results To Date

- Internal field tests conducted on four smartphone models with three different cellular providers over more than 4,000 miles of driving
- Tuned geographic configuration of nine toll points
- Emerging results
 - Battery consumption is better than anticipated
 - Accuracy of using cellular phone towers is worse than anticipated
 - Results vary by smartphone make, model and provider
- Shows real promise as “guest pass,” not an I-PASS replacement



New Tollway Website Design and Functionality

■ Why now?

- Last major website redesign was nearly four years ago
- Major advances in website features and navigation since then
- Current opportunity to integrate website functionality with development of the new “back office” toll collection system
- Leverages consultant industry expertise, as well as their growing knowledge of Tollway operations
- Made progress enhancing post-pay functionality, but need to do more

New Tollway Home Page

The screenshot shows the Illinois Tollway website home page. At the top left is a 'MENU' icon and the 'Illinois Tollway' logo. At the top right is the 'I-PASS' logo with a dropdown arrow and a search icon. The main banner features a video of a highway with cars and an I-PASS sign overhead. The video text reads: 'Get I-PASS and Get Going! Get I-PASS on sale from October 1 through December 31, 2014. Tollway is temporarily lowering the cost to \$30 for a new I-PASS account from the current \$50 or \$60.' Below the video is a green navigation bar with six buttons: 'Plan My Trip', 'View Traffic Cameras', 'Pay My Tolls', 'Get I-PASS', 'Resolve My Violation', and 'Learn About Projects'. Below the navigation bar are two columns of news and alerts. The left column is titled 'Tollway News' and contains two items: 'Illinois Tollway Saves \$33 Million by Refinancing Series 2006a Bonds' (dated 11/25/2014) and 'Illinois Tollway Extends Opening of Temporary Customer Service Center'. The right column is titled 'Traffic and Construction Alerts' and contains two items: 'Illinois Tollway Construction Alerts for December 1, 2014' (dated 11/26/2014) and 'Ramp Scheduled to Reopen This Week in Gurnee on Tri-State Tollway (I-94)'.



New I-PASS Account Website

Illinois Tollway Self Service Website
Visual Design

I-PASS [Help](#) [Sign Up](#)

Sign In

[Forgot Username?](#) [Forgot Password?](#)

It's Simple

Curabitur et elit ac sapien vestibulum lacinia. Vivamus viverra convallis justo, id rutrum eros. Vivamus malesuada viverra neque, convallis tristique mi blandit eget.

[Sign Up](#)

News
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Where does your money go?
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2014 Projects
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I-PASS



7 Days to Pay Online is Growing



2009

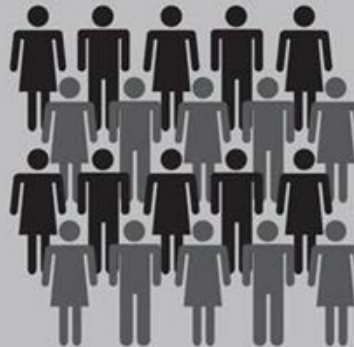


500,000 customers

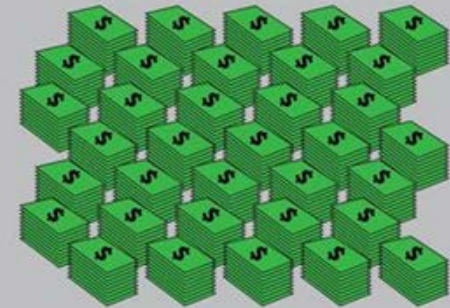


\$900,000 in tolls

2014



1.5 million customers



\$3.5 million in tolls

Online payments represent about 85 percent of all grace period toll payments

New Options for Next Generation of Tollway Users

- **Enhanced 7 Days to Pay feature**
 - Improved navigation
 - Improved mobile access
 - Smartphone app for Trip Calculator
- **New license plate search feature, enabling the identification and payment of missed transactions to avoid violations**

The Next, Next Generation

- A recent study indicated that one-fifth of 3rd graders own their own cell phones
- 39 percent of 5th graders own their own cell phones
- 83 percent of kids in middle school own their own cell phone
- Last month, the U.N. announced that more people in the world have a mobile phone than a toilet





THANK YOU