

# MESSAGE CENTER

## TRAVELER INFORMATION NOTIFICATION

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 pro-active 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. Enghouse 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 scheduling solutions.

#### **Development API**

XML API is available to allow you to inter-face your custom application to Message Center.



**Enghouse  
Transportation**

# MESSAGE CENTER

## TRAVELER INFORMATION NOTIFICATION

### 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 Enghouse'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, Smart Phone and Short Messaging System (SMS)

#### Variable Message Signs

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



### ABOUT ENGHOUSE TRANSPORTATION

With over 25 years experience, Enghouse Transportation is committed to developing and delivering solutions for public and private transportation industries through innovative computerized applications and consulting support. Our enterprise solutions for scheduling, dispatching, workforce management, operations and customer media have evolved from our unmatched industry expertise.



**Enghouse  
Transportation**