Qrious

How Auckland Transport is making public transport easy for everyone.

Auckland Transport is the organisation responsible for Auckland's transport services. From roads and footpaths, to cycling, parking and public transport their focus is to bring transport choices to Aucklanders.

For AT HOP, the key focus is delivering a great customer experience for users of the Public Transport network. Their goal is to make public transport accessible, easy and affordable – for everyone.

AT HOP identified the need for a programme designed specifically for their accessible customers – in particular those with visual impairments.

As a longstanding UbiQuity platform user they knew they had a trusted partner who would be able to help them bring this project to life.

"This project was a huge challenge for us, not just in terms of working through the data, but also ensuring the email templates and language use was right. The team at Qrious were great at working through these challenges with us, asking the right questions to get the right results. And the customers are just thrilled with it."

- Kash Chitnis, AT HOP Campaign Manager

1 — The Challenge

People from all walks of life and abilities use Auckland's public transport services. While the AT HOP card has made using and paying for transportation a lot easier, some customers find it hard to read the digital displays on buses and trains, or to use the online portal. Users are often unsure how much money is left on their card, or whether they've tagged on or off successfully.

With AT HOPs focus on delivering a great experience for all their customers, they enlisted the help of Qrious and the UbiQuity platform to develop an automated programme that would easily communicate travel and balance details to their accessible customers.

To achieve this AT HOP needed to bring their various sources of data into a centralised database from where user and travel data could be sent to the UbiQuity platform. As the data contained both personal and monetary information, the data needed to be encrypted to ensure the privacy of each customer.

The email template, and language used in both the email and text communications also needed careful attention so that it would make sense when read out loud by a screen reader.
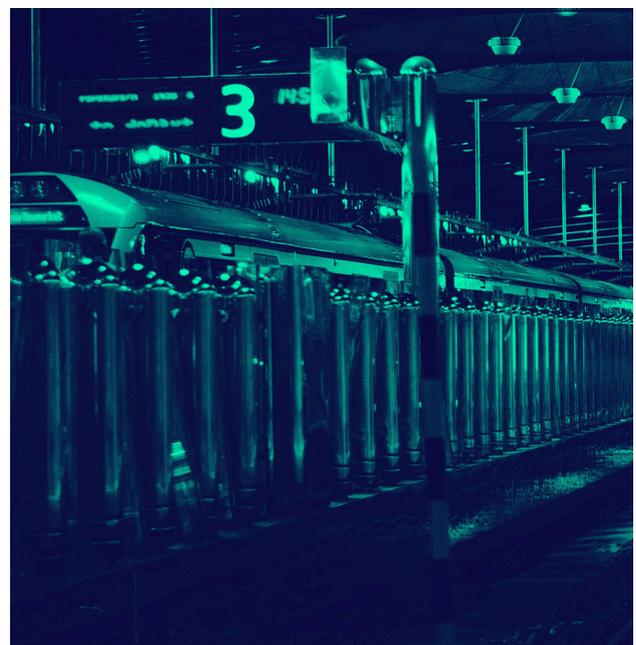
2 — The Solution

Data

The various sources of AT HOPs customer and travel data were first centralised in ATs data warehouse. This data – in particular the AT HOP card number is encrypted using cipher block chaining before being sent between the two databases via API. This allows the unique ID to be stored in UbiQuity without exposing the full number.

Travel or account activity data is then used to populate the dynamic content in the email or text, showing the recipient their most recent travel information or AT HOP balance. Logic was built into the email template ensuring that only copy relating to the available data was sent to each customer.

Accessible friendly templates

As screen readers read all available text in an email - whether body copy or alt text - the template needed to be stripped back of most of its design and branding. Scripting language was used within the email code to ensure that the screen reader could read the email in a way that was contextually relevant, and easily understood by the recipient.

The preference form also needed to meet accessible guidelines, with customers able to navigate through the form exclusively using their keyboard, whether this was tabbing to the next field, or using the space bar to make selections.

"I was really happy with it. It was nice to know waht the trips cost and how much I had left."

- Stephanie Moore, AT HOP Customer

3 — The Result

Consistent data flow

The integration between the Enterprise Data Warehouse and the UbiQuity marketing database ensures a constant flow of data between the two. This enables the information to be sent to AT HOP customers when it's most accurate and relevant to them. Engagement and preference changes are sent back to ATs data warehouse, which acts as the single source of truth for their customers.

Preferences and variations

When an accessible customer loads their concession onto their AT HOP card an email is triggered to invite them to opt-in to this programme. They can choose whether they receive information via email, text, or both and whether they receive this every day or only when they have travelled.

Discover more efficiencies

The logic built into the email template accounts for several different types of data, with content reflecting only the latest activity data related to the account. Missed tags, recent top-ups or purchases trigger different variations of copy, as does missing data or data that doesn't follow normal conventions. This means each email is unique and fully personalised to the customer.

A great customer experience

For accessible customers using the Auckland public transport network keeping on top of their AT HOP balance and journeys is now a lot simpler. The information they need is delivered straight to their fingertips in a format that is easy for them to understand – and nothing else.

Improving the Customer Experience

The challenge

Auckland Transport wanted to create an automated programme that would communicate travel and balance details to their visually impaired customers.

The solution

With the help of Qrious, AT created a series of automated text and email notifications that could be sent to their accessible users to keep them informed of their latest travel and balance data.

Preferences and variations

Users could choose whether they received emails or TXT updates, and whether they got these everyday or only when they had traveled or topped up their account.

Screen reader friendly

Templates were designed specifically to make them able to be read by screen-readers in a way that made sense for the recipient, and easily navigable in line with accessible guidelines.

Success

For accessible customers keeping on top of their AT HOP balance and journeys is now a lot simpler. The information is delivered straight to their fingertips in a format that is easy for them to understand.

Qrious

Qrious unleashes intelligence that enables organisations to thrive.
To find out more, visit qrious.co.nz