



VIA Metropolitan Transit drives digital customer satisfaction & reduces labor costs.

VIA transit authority uses DGTLsuite platform to gain customer insights, engage with riders, improve rider behavior, and develop a digital service center.



95% of mass transportation route planning is planned through mobile devices.



“Social media is on 24x7 & VIA’s transpiration services are too. With DGTLsuite, we were able to facilitate a new form of communication with our riders to connect with us whenever.”

-VIA DIGITAL COMMUNICATIONS COORDINATOR

VIA Metropolitan Transit, or VIA, is the mass transit agency serving San Antonio and its surrounding municipalities. The transportation organization provides regional multimodal transportation options that connect the community to opportunities, support economic vitality and enhance the quality of life throughout the area. Currently VIA offers 6,851 bus stops along 96 bus lines, which are divided into five service categories: frequent, metro, express, skip, and downtown circulator.

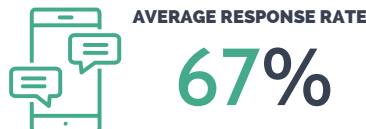
CHALLENGES

- VIA’s traditional customer service department lacked the funds, tools, and resources to provide its growing digital audience the support it required.
- VIA serviced more than seven different digital communication channels, in two languages, and available 365 days per year, and did not have the functionality or capital to staff a department at this scale.

OBJECTIVES




- Using DGTLsuits platform & tools an integrated software was deployed to improve digital support & communication for VIA riders, improve data analysis to better understand the overall transit experience, and provide cost-savings to the municipal organization.
- DGTLsuite and SPS DGTL services provided a team of 24x7x65 multilingual digital customer service agents to deliver digital support and improve the use of data to better understand riders and their overall transit experience

2021 Metrics





SOLUTION Using DGTLsuite's proprietary SaaS platform and technology to increase throughput, reduce costs, and help drive a better experience for riders VIA was able to understand internal and external pain points while driving down overall customer service costs. With VIA's many online communication channels DGTLsuite's tool aggregated and analyzed valuable insights to improve VIA's transportation efficiency.

DGTL Engage	SPS DGTL: BPO Service Powered by DGTLsuite	DGTL Analyze
 <p>Engage</p> <p>As one part of the DGTLsuite platform, Engage provided SPS DGTL services team alongside with VIA's customer service team a digital ecosystem and placed more emphasis on the customer experience bringing riders requests and needs to the forefront to improve overall VIA's digital customer service and digital transportations tools.</p>	 <p>All SPS DGTL digital native agents, which meant all VIA's digital engagement efforts were backed by a well-versed team 24x7x365 on the unified platform Engage. By increasing overall message replies, lowering response time, building a customer profile database, and developing a customized Knowledge Base of protocols for each online interaction, our team was able to provide omnichannel customer support across all VIA's digital channels--no matter the time of day.</p>	 <p>Analyze</p> <p>With increased responses and human eyes on each digital engagement came more visibility and insight to data. Analyze allowed reporting to become simplified and consolidated all relevant information in on place helping VIA shifts operations and communications and turn its data and technology in guide to help streamline the rider's journey. to help guide the rider's journey.</p>

