

“UNKNOWN KNOWNS”

How Data Helps Us Understand Customers In Cashless Tolling Systems

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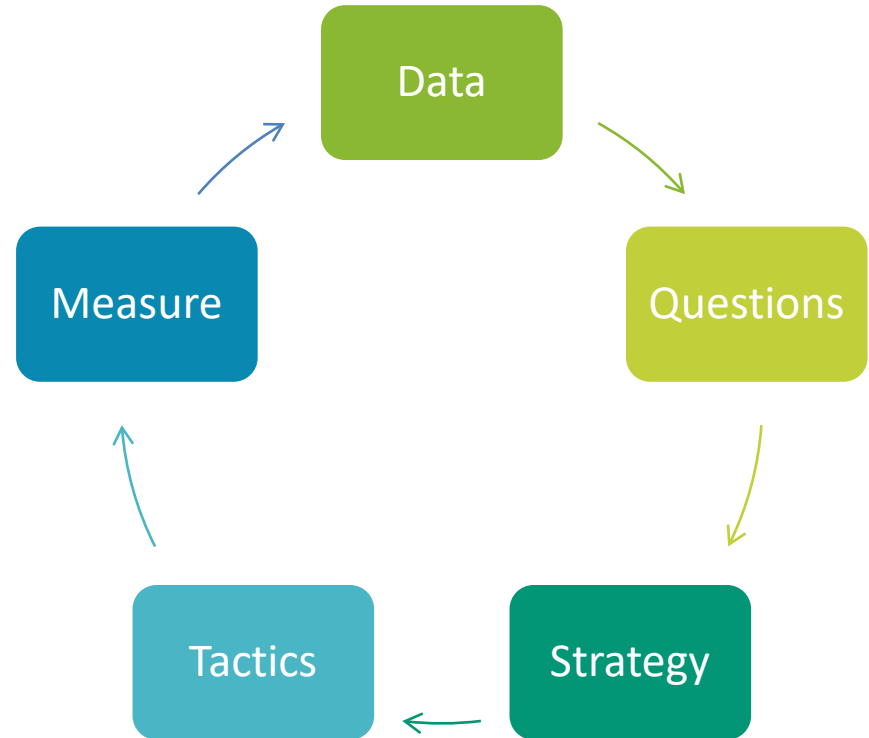
We Have A Lot Of Data

932 million
annual toll
transactions

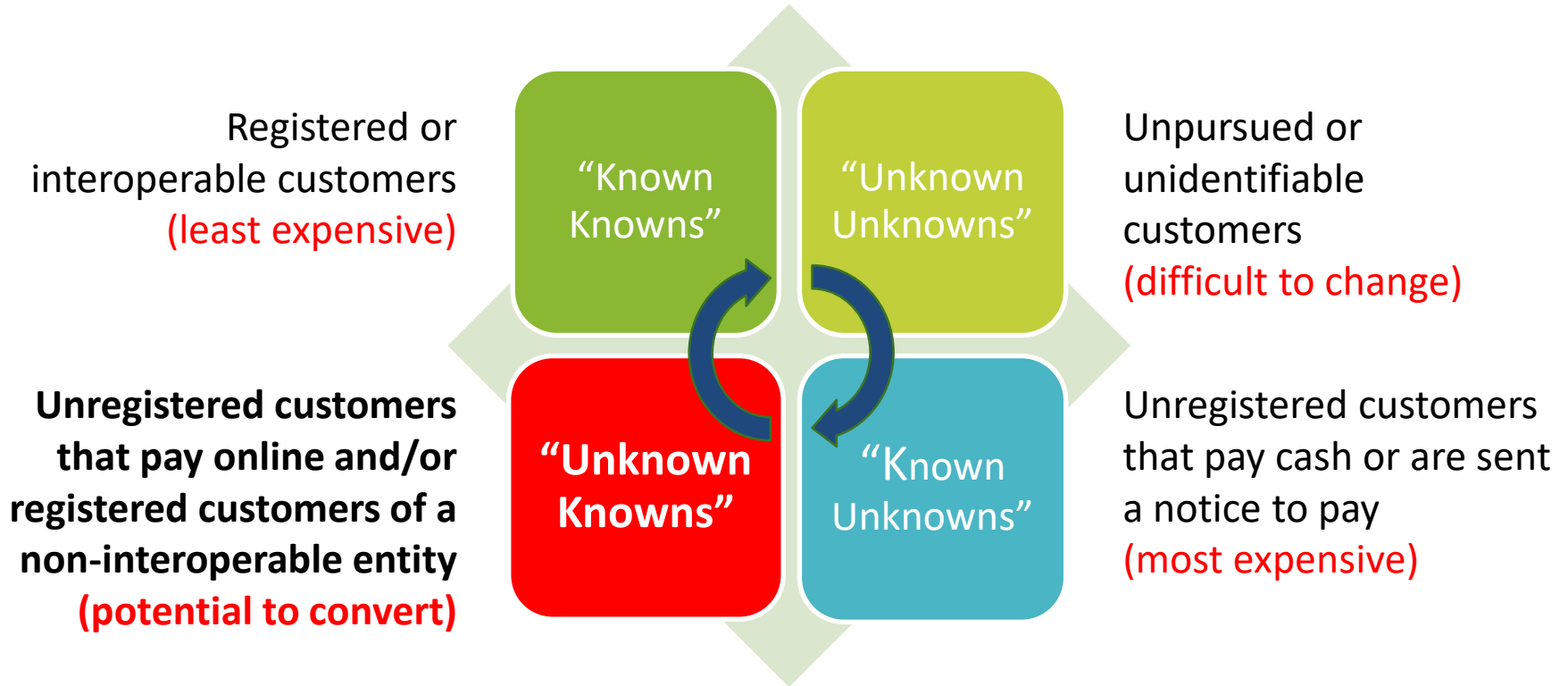
- 725 million by transponder (78 percent)
- 85 million by registered plate (9 percent)
- 66 million by cash (7 percent)
- *18 million pay online (2 percent)*
- *37 million invoiced or unpursued (4 percent)*

We Have Lots Of Questions

- Who are our cashless customers?
- How do they behave?
- Can we change their behavior?
- What are the financial consequences?

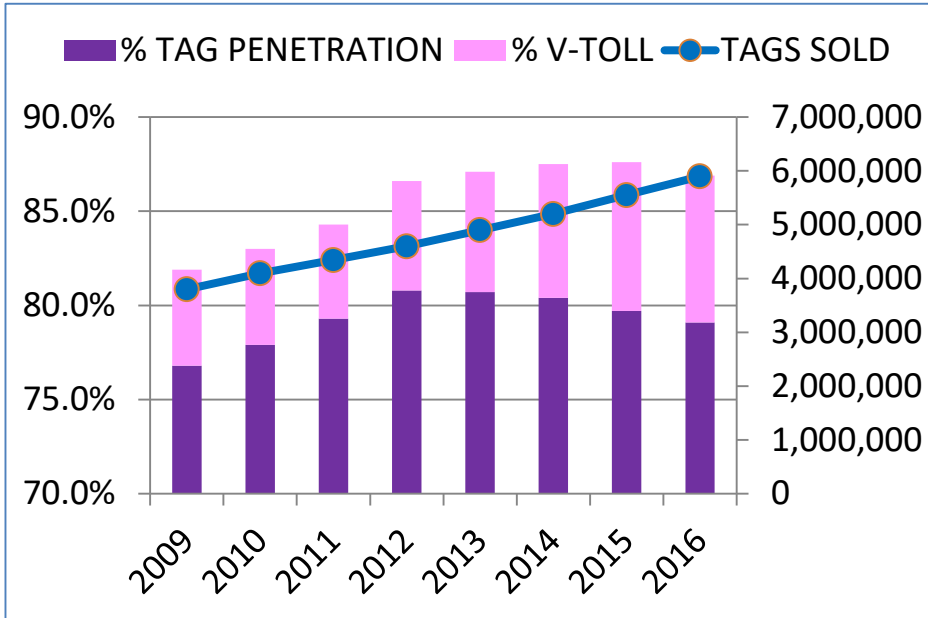


Our Customer Segments

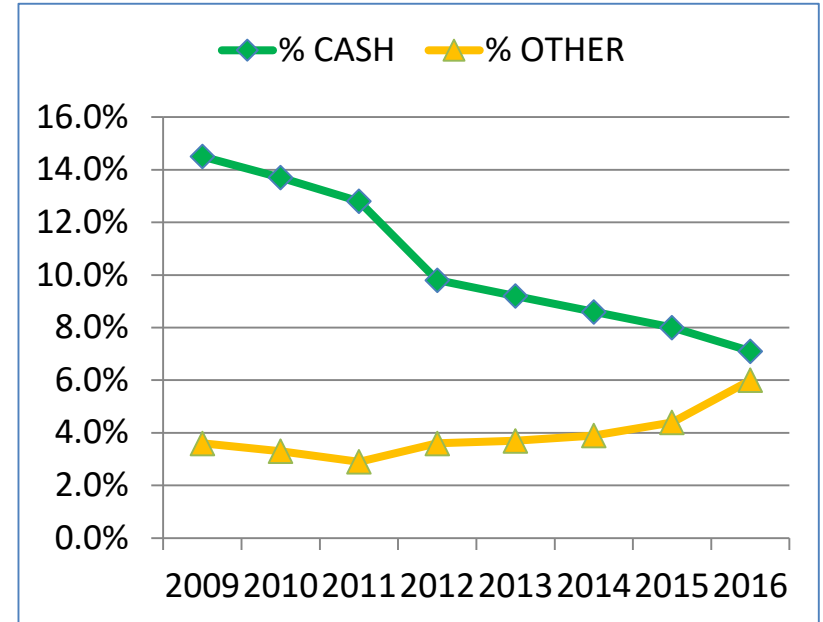


What Our Data Shows

“Known Knowns”



“Unknown Knowns”/“Known Unknowns”



Changing Approaches

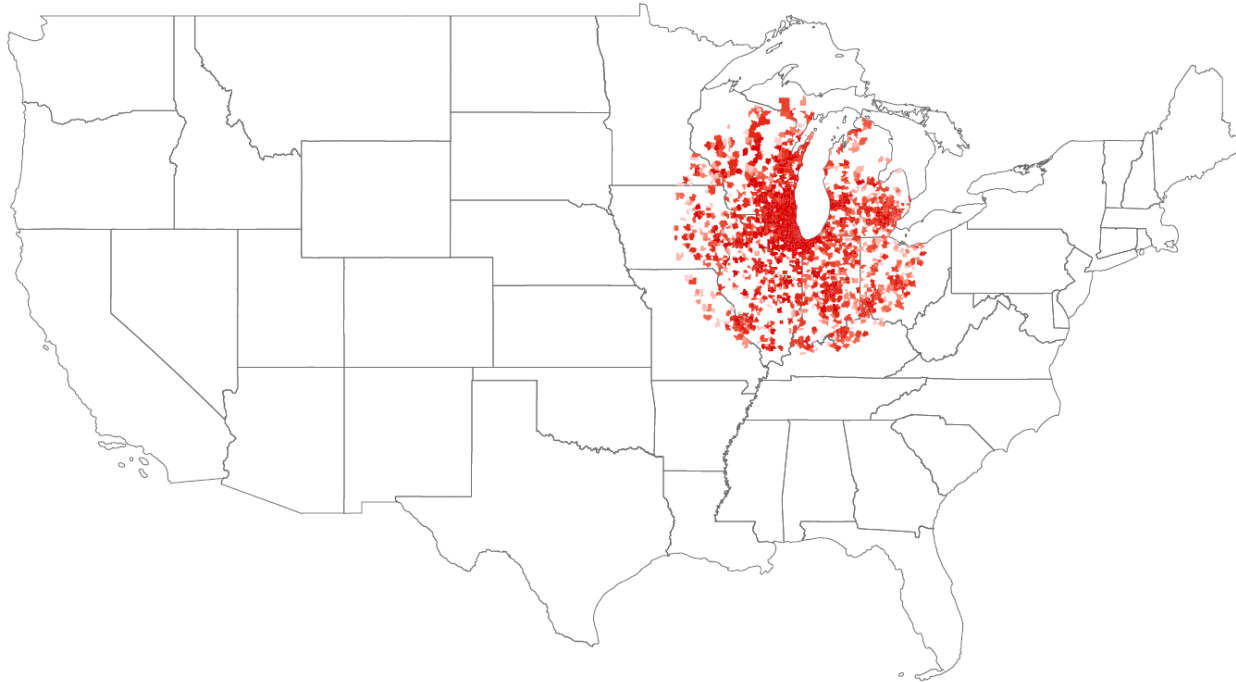
Promote transponders
(traditional approach)

- Enhanced tag marketing – **will eventually reach tag penetration plateau**
- No information needed on cash customers

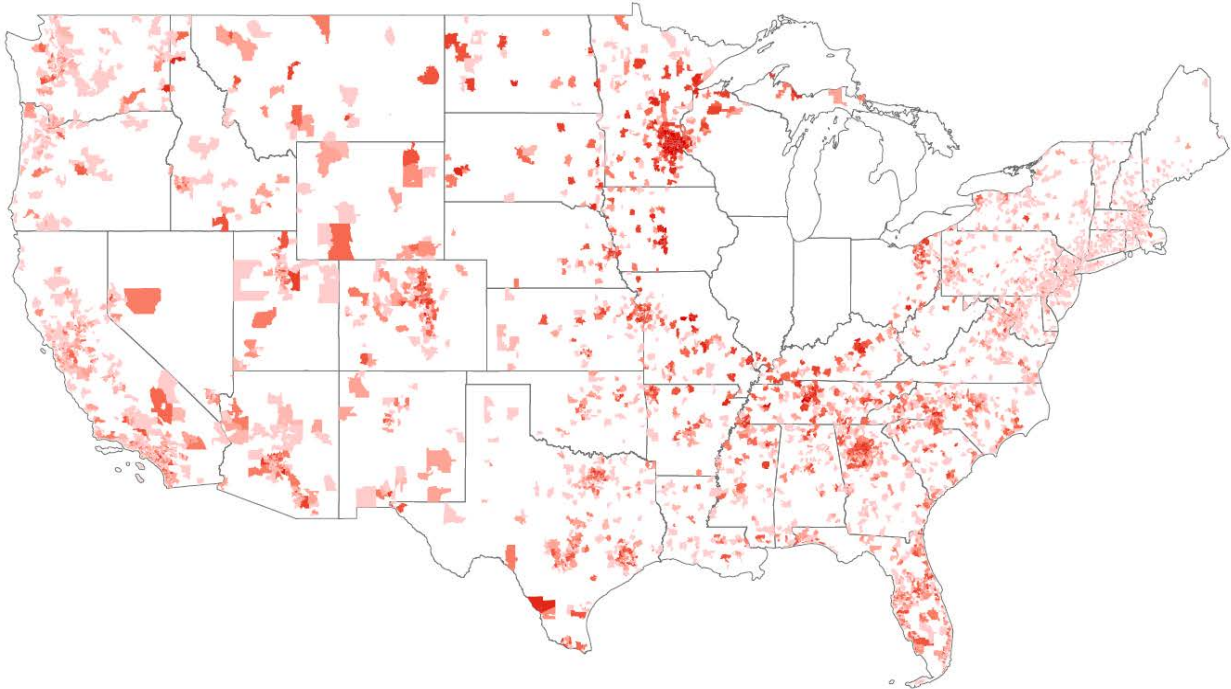
Use data to understand
customers (cashless
approach)

- Not cost-efficient to issue transponders to infrequent toll road users
- Collect information on non-transponder customers (registered plate, mailing address, frequency of travel)

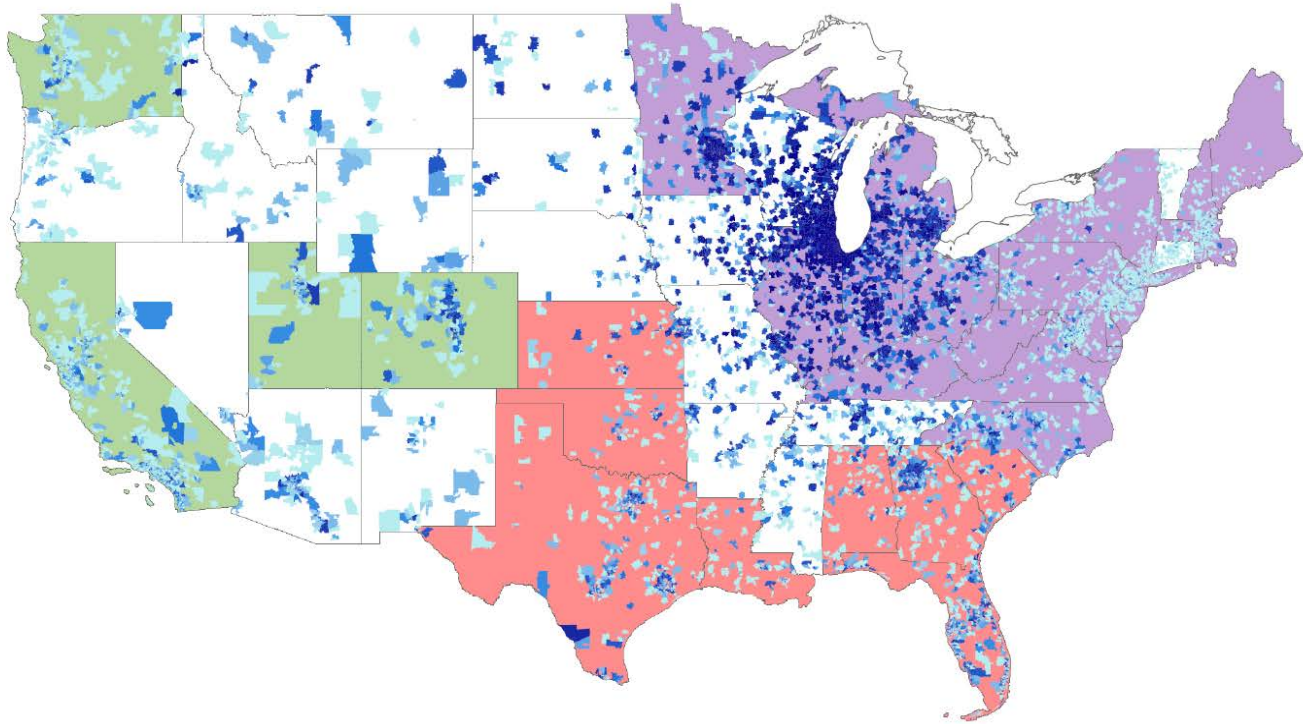
Local Video Customers (Non-Rentals)



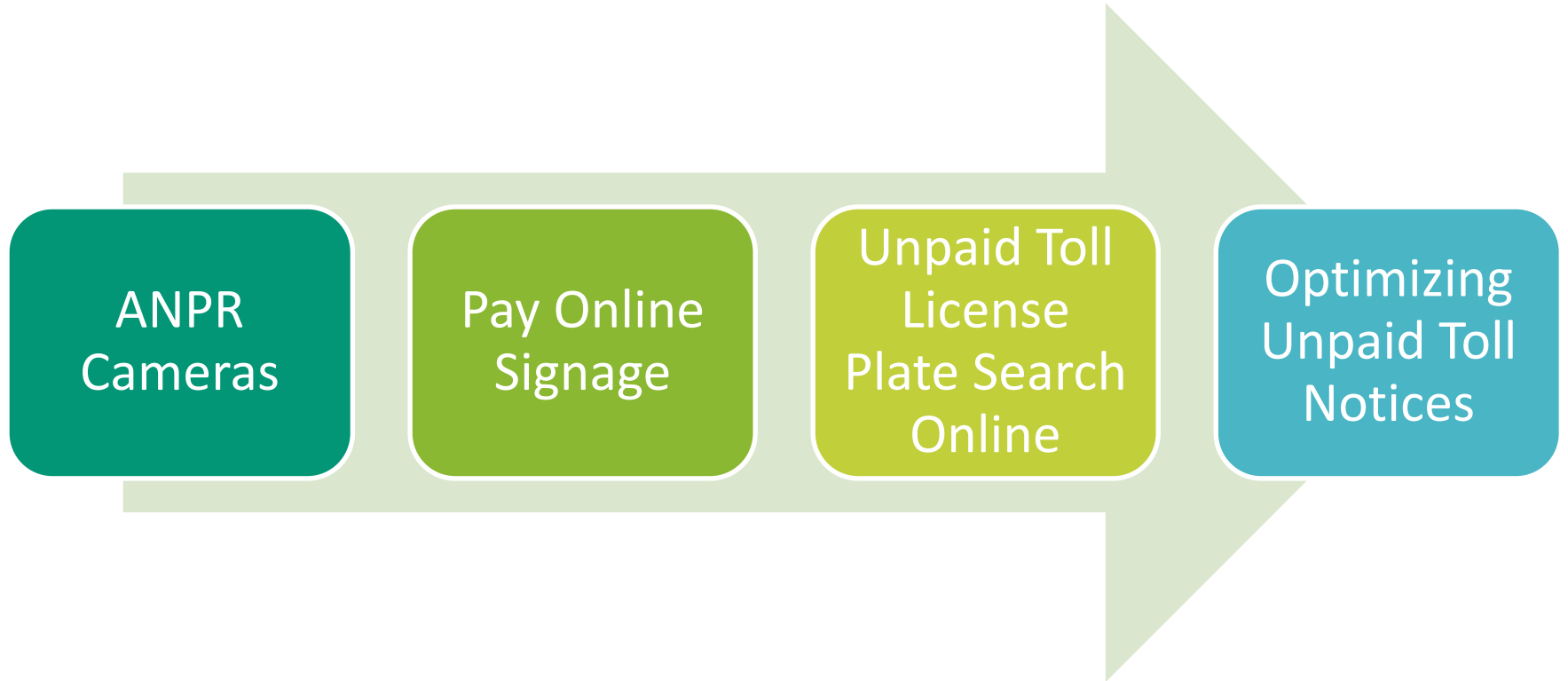
Long-Distance Video Customers (Non-Rentals)



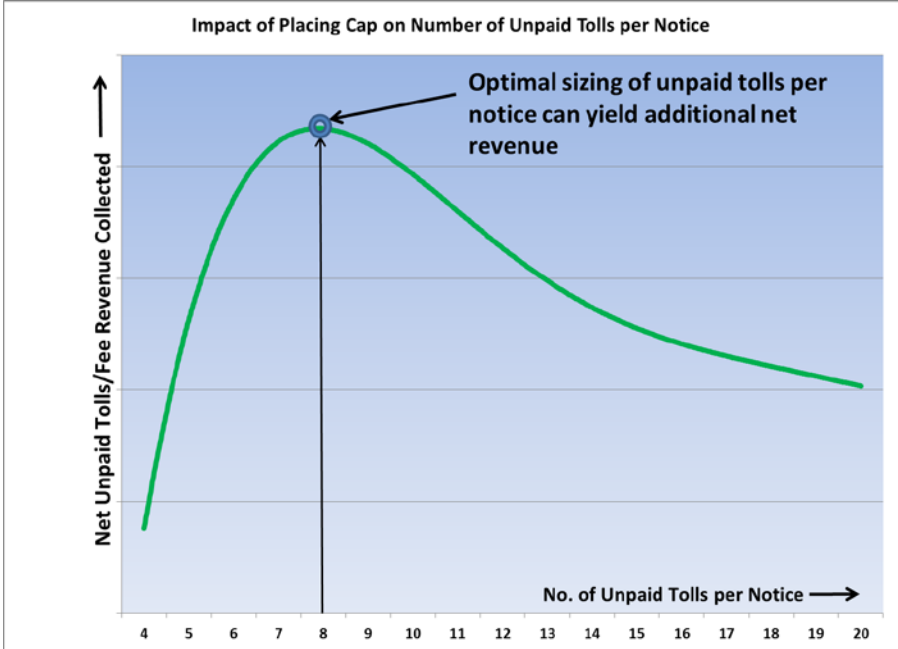
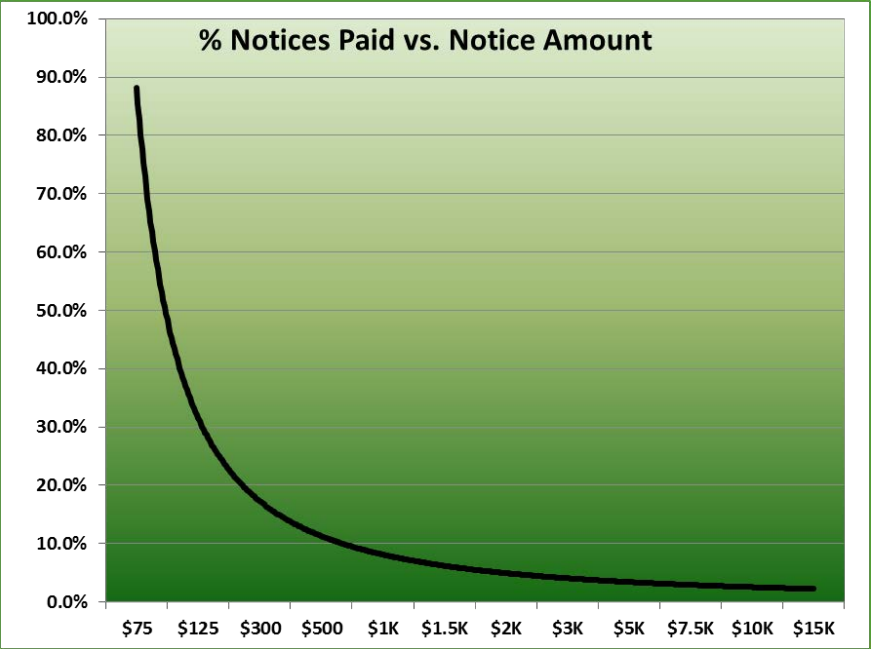
Local And Long-Distance Video Customers (Non-Rentals)



Continuous Improvements



Optimizing Unpaid Toll Notice Amounts



Concluding Thoughts

Try to convert “unknown known” customers to “known known” customers (though not necessarily with our transponders)

Customer preferences are evolving and so should the payment choices we offer (more self-service options are needed)

How much do we really know about our customers? The more data we look at, the more questions we have...

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THANK YOU

