



IBTTA Annual Conference
September 15-17, 2019

Reimagining the Customer Experience

Innovating Visioning Canvas

Transforming the Business of Tolling

Tolling Today

- Siloed
- Legacy
- Difficult

Current Experience

- Confusing
- Multiple IDs
- Not customer centric

Disruptive Levers

- Consumerization
- Data projection
- IoT digitalization

Use Cases

- Central container
- Agency services
- One experience

Customer Reimagined Journey

Reimagining the Experience

Changing the Customer Interaction with Agencies



Find

Create a modern personalized customer experience



Interact

Improve access to services for all customers



Remind

Notifications reduce in-office visits and calls



Simplify

Increase adherence to laws and regulations securely



Transact

Enable customers to engage and pay with agencies

Vision and Goals

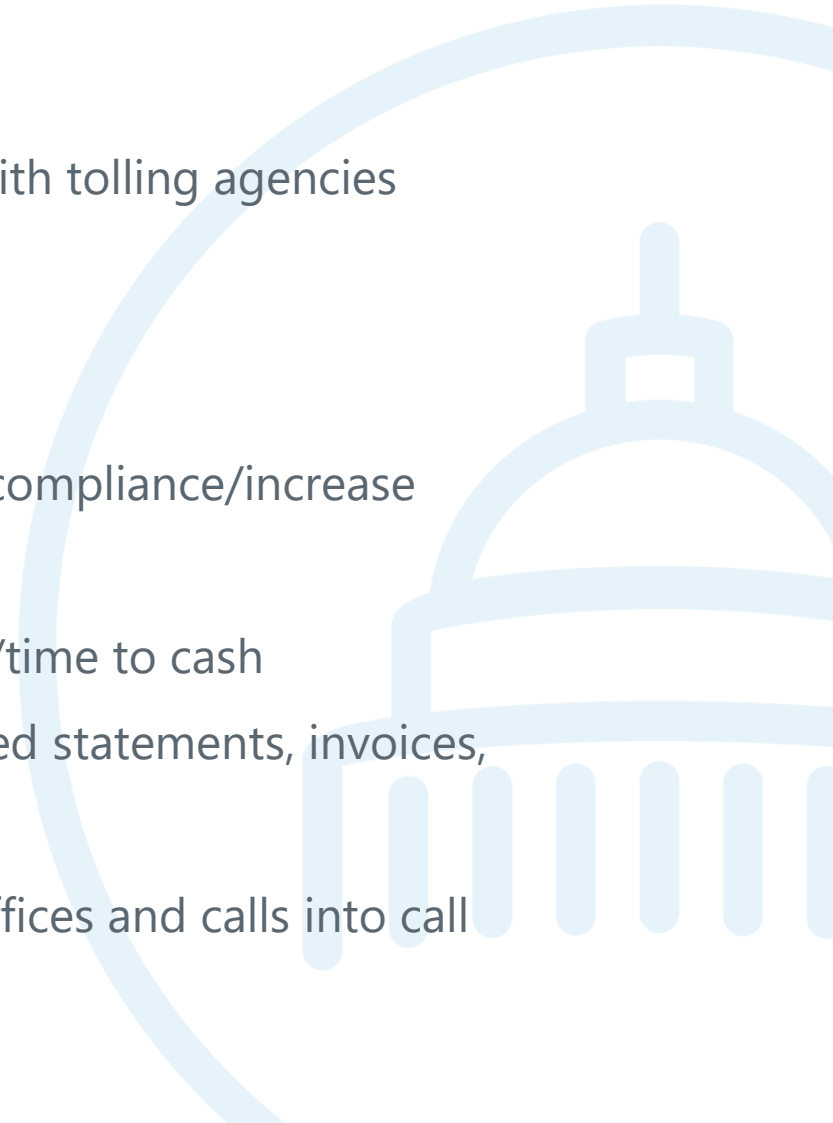
The Future of Tolling

Vision

Leverage a digital platform that enables customers to securely engage with tolling agencies anytime, anywhere, and from their preferred device

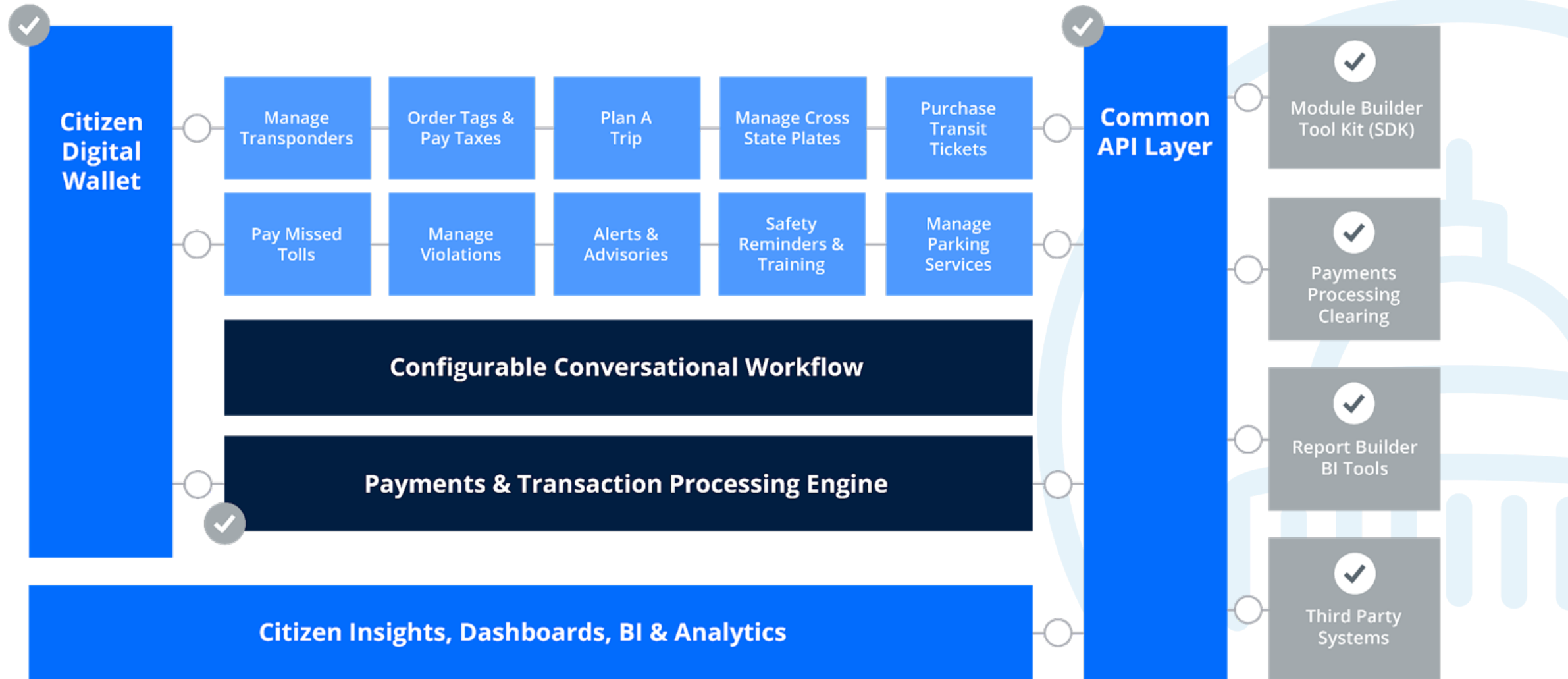
Goals

- Improve customers' ability to transact with agencies
- Increase reach to every demographic and geographic
- Showcase tolling services
- Increase digital transactions = saving agencies money
- Increase end user compliance/increase revenue
- Improve cash flow/time to cash
- Reduce paper-based statements, invoices, and notifications
- Reduce traffic in offices and calls into call centers



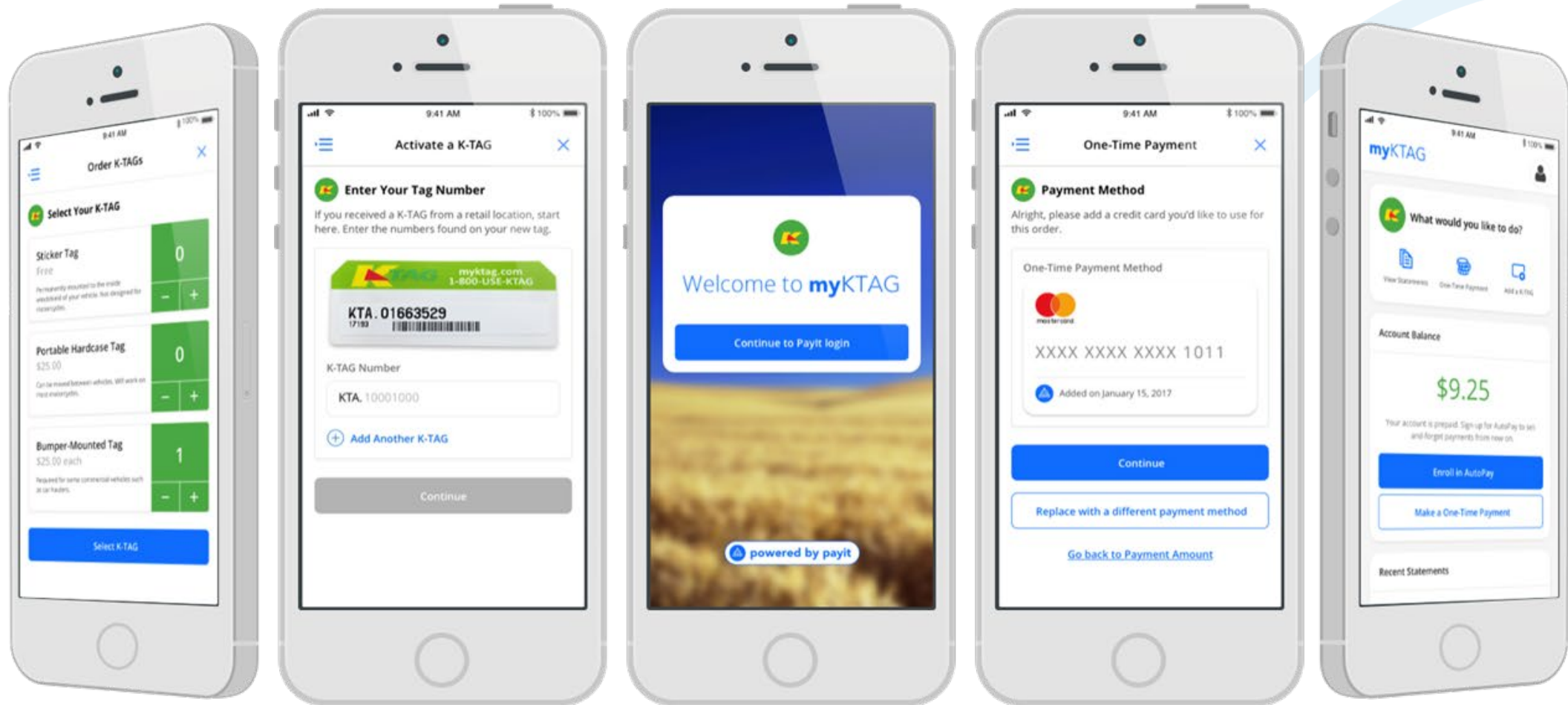
Digital Platform

Multiple Transportation Services In A Single Platform



Experience Demo

Transforming the Business of Tolling



Digital Solutions

Multiple Services in a Central Location



**Motor
Vehicles**



**Professional
Licensing**



Public Safety



**Health & Human
Services**



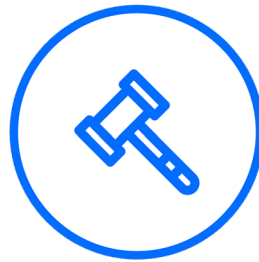
Taxes



**Turnpike &
Tolling**



**Utility
Services**



**Courts &
Citations**



**Parks &
Wildlife**



**Environmental
Services**

Snapshot of Innovative Solutions



myWyco
powered by **payit**



myNCDMV
powered by **payit**



OneAlabama
powered by **payit**



myBeaufortCounty
powered by **payit**



iKan
powered by **payit**



myVirginia
powered by **payit**



grpayit
powered by **payit**



MyFlorida
powered by **payit**



myColorado
powered by **payit**



myDouglasCounty
powered by **payit**



myJacksonCounty
powered by **payit**



PayItClerkPBC
powered by **payit**



payitSt.Louis
powered by **payit**



payit901
powered by **payit**



payitTolls

Roadmap

Constant Research & Development

Requirements and Connection:

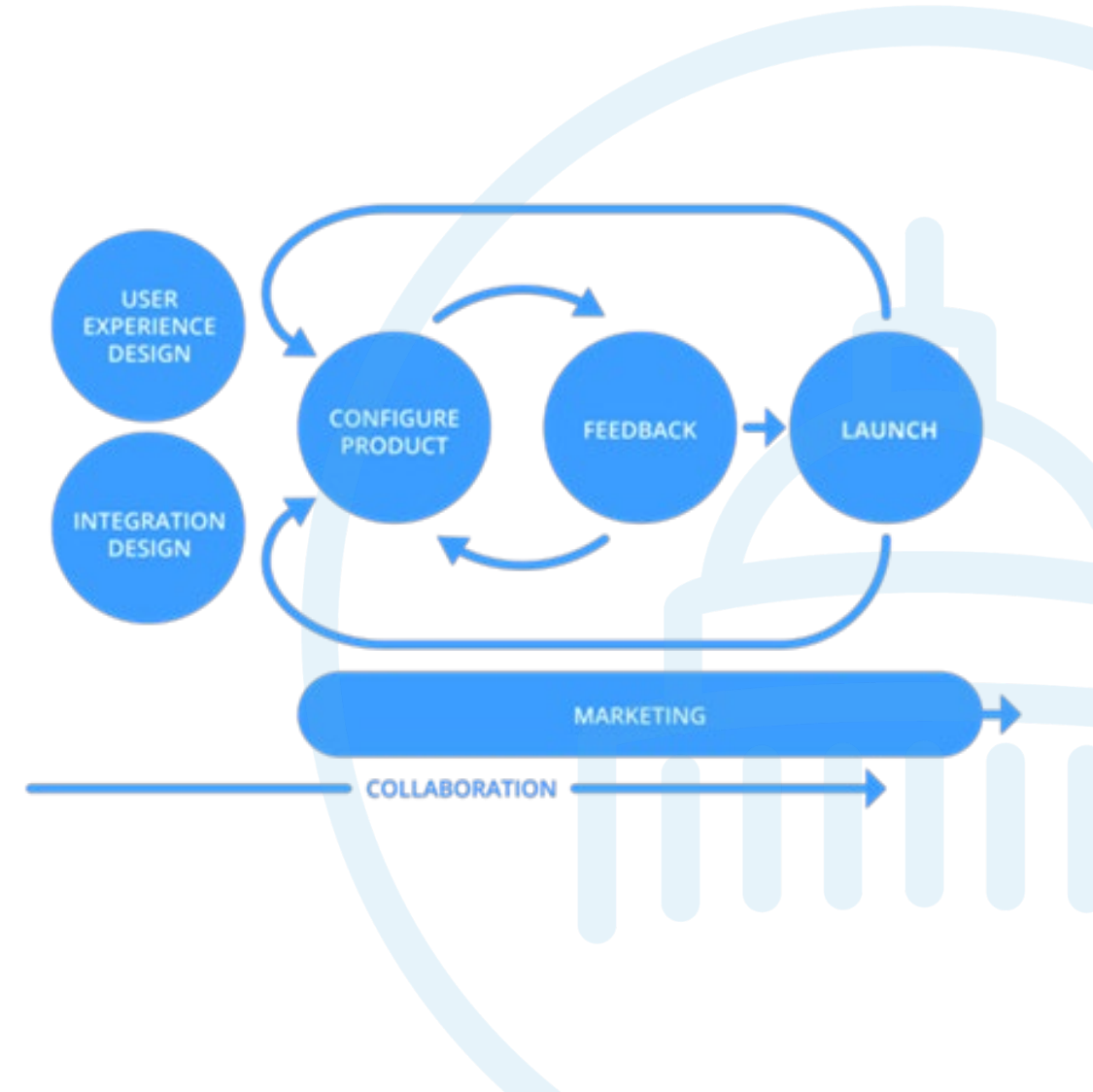
Business process overview and data integration

Configuration:

Configure platform solutions based on solid requirements

Feedback and Launch:

Confirmation of end-to-end transaction, payment, and reporting



Summary

Making a Difference One Service at a Time

- Paylt supports all government and agency services
- Paylt provides an innovative / simple user experience
- Paylt works with your existing systems to deliver improved customer interactions
- Paylt provides a robust secure platform native to the AWS GovCloud
- Paylt provides full Level-1 PCI compliance
- Paylt is No / Low cost to tolling agencies
- Paylt provides a rapid and low-risk implementation (90 days or less to go live)



Tolling Simplified

A Question to Ponder:

How would your operations and customer experience improve from digitizing your services into a centralized location?

Request A Personal Demo:

Request a demo at www.payitgov.com/request-a-demo

or

Contact PayIt team: sales@payitgov.com



@payitgov



company/payitgov



@payitgov