

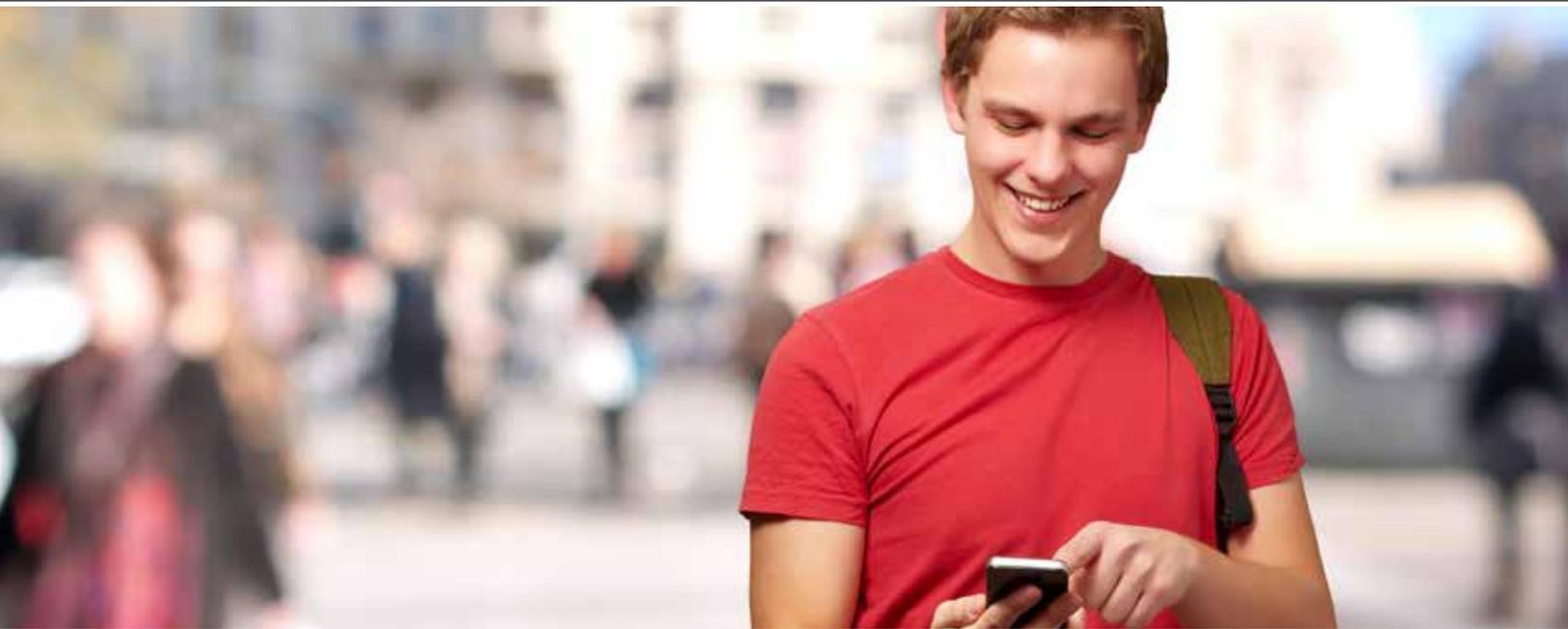
# RouteShout - Real Time Traveler Information >



ONE PLATFORM FOR ALL YOUR REAL-TIME TRAVELER INFORMATION NEEDS



RouteMatch  
Software™



## Building Ridership Loyalty is No Easy Task >

RouteMatch's Routeshout helps you manage all your ridership communications needs- all from one traveler information platform. **With RouteShout, transit systems can provide riders with "Where's My Bus?" information- such as arrival times, service or route changes, and other handy information – all in real time.** Such timely information helps relieve riders of the stress of everyday crunch times such as knowing if they should drive or take the bus, whether they will make the connecting train at their next stop, or if they should wait in the snow or stay inside until the bus arrives.

This can be done through a variety of media including through smartphones, SMS texts, call centers, the Web and signs. **Transit agencies can adopt the complete platform or mix and match media channels depending on rider demographics and operational goals.**

Comprehensive and flexible, RouteShout seamlessly integrates with computer automated dispatching/automated vehicle location (CAD/AVL) solutions. RouteShout uses a mix of real street network data, real-time GPS information and predictive analysis to pull, convert and provide real time arrival times to passengers.

### BENEFITS

- > NOTIFY RIDERS OF REAL-TIME BUS ARRIVAL TIMES
- > ATTRACT MORE RIDERS
- > GENERATE SUPPLEMENTAL REVENUE THROUGH TARGETED ADVERTISING
- > CUT PRINTING COSTS
- > REDUCE CALL VOLUME ASSOCIATED WITH "WHERE'S MY BUS" INQUIRIES
- > FACILITATE SMOOTHER TRIP TRANSFERS
- > PROACTIVELY COMMUNICATE TO SUBSCRIBED RIDERS
- > LEVERAGE AN OPEN API TO FURTHER TRANSIT APPLICATION DEVELOPMENT
- > MONITOR RIDER USAGE THROUGH A WEB-BASED MANAGEMENT CONSOLE

# RouteShout Tools - Mix & Match Based on Agency Needs & Ridership Preferences >

## **ROUTESHOUT MOBILE APP**

Riders can easily download the free application from their smartphones, cellphones, tablets, or other wireless devices and get real-time bus arrival information.



## **SMS ALERTS**

Riders can text a designated number or scan a QR code and receive an SMS text back for next bus arrival times through their smartphones.



## **FIXED ROUTE WEB PORTAL**

Accessed from any web browser, this online web portal features an interactive map which lets riders see where their buses are moving in real-time as well as sign up for alerts. Transit systems can configure it to reflect the look and feel of the transit agency's brand.



## **INTERACTIVE VOICE RESPONSE (IVR)**

RouteShout Interactive Voice Response enables riders to retrieve real-time information, schedules, bookings and general bulletins on the phone without speaking to a customer service representative. This automation helps alleviate the volume of "Where's my Bus" calls.



## **ROUTESHOUT DISPLAYS**

Whether indoor or outdoor, RouteShout offers multiple types of digital sign displays to inform riders of information they need to know. Easily configure and manage signs located at transfer centers, major depots, and bus bays or shelters. Notifications and alerts can be sent to multiple signs or multiple messages to a single sign.



## **ROUTESHOUT API**

RouteShout's API is an open data format for public transportation schedules and associated geographic information, and supports multiple feeds.



