

## IMPROVE THE PASSENGER EXPERIENCE WITH BETTER ETA

When it comes to information, your passengers want to know precisely when the next bus will arrive and how long their journey will take. The question is how do you ensure your data is reliable and accurate?

The answer is Better ETA – an advanced analytics platform that normalises CAD/AVL data to significantly improve the accuracy of bus arrival predictions, and help you achieve greater passenger satisfaction.



## Understand the accuracy of your existing data and get better ETA



### Improve ETA Predictions

Understand your arrival time accuracy and improve it by more than 30%, Better ETA makes real-time adjustments to your existing data feeds



### Boost the Passenger Experience

Directly disseminate better bus arrival predictions to your customers in real-time, with a simple integration into your passenger information system



### Improve Service Quality

Gather detailed insights on service performance and benchmark against historical data, for informed decision making



### Advanced Analytics Dashboard

Monitor all aspects of your service, in depth and in real-time, as well as historical data recording for compliance and audit reporting

Achieve greater passenger satisfaction with significantly better bus arrival predictions

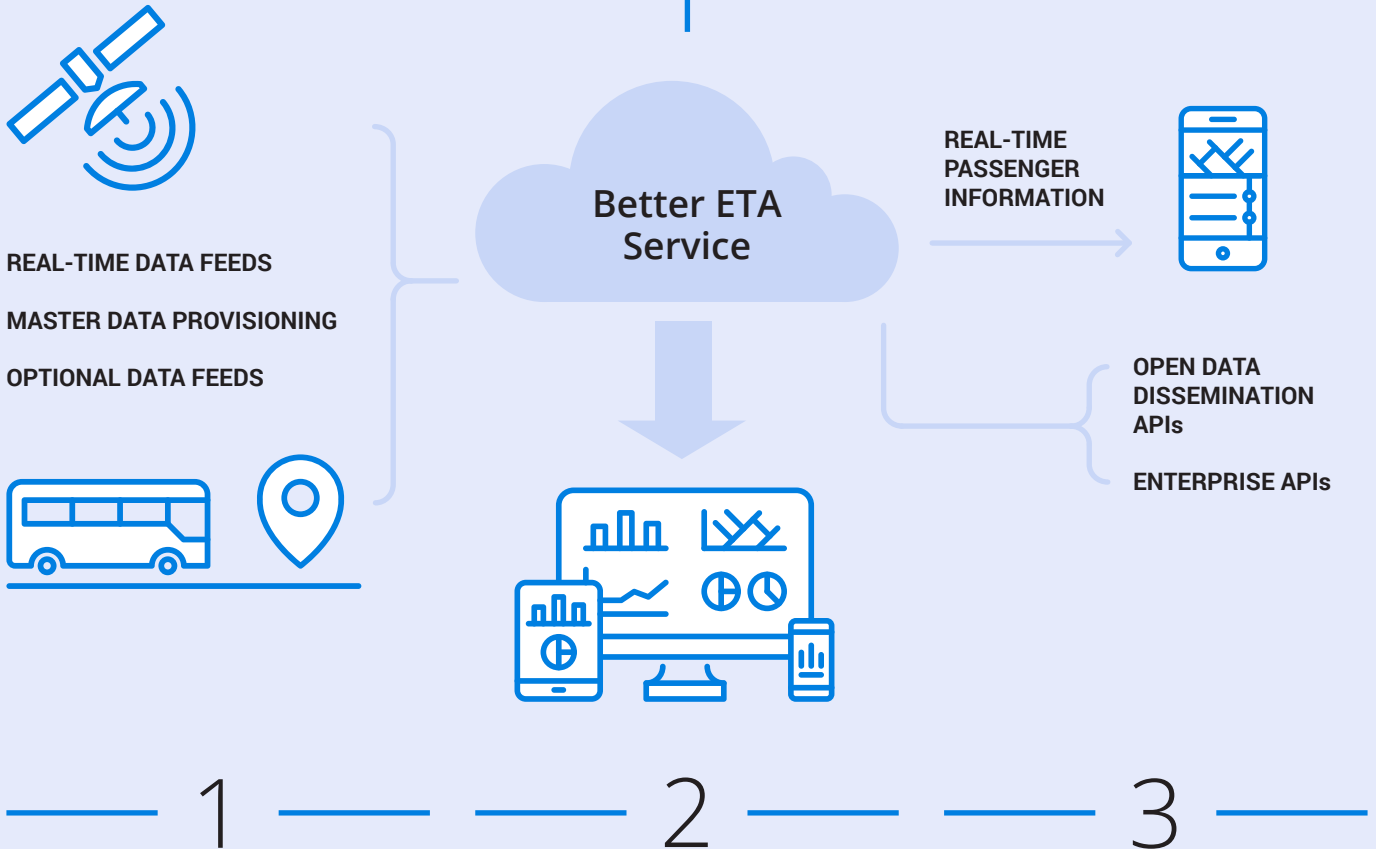
ESTIMATED  
TIME OF ARRIVAL (ETA)  
ACCURACY MORE THAN

30%

## HOW BETTER ETA WORKS

Better ETA is an advanced analytics platform powered by an innovative statistical engine, using progressive methods and machine learning technologies. Analyzing live and historical data, the application delivers evident and measurable improvements in estimated arrival times, usually between 20-30% within a few days.

You can quickly and simply replace your existing data feed with Better ETA data and instantly improve passenger satisfaction. The auditing reports let you drill down to get deeper and more meaningful insights on service performance, facilitating better decision making and continual improvement.



1 Better ETA takes your existing data feeds from your current CAD/AVL system, with 'out of the box' support for open standard formats, such as GTFS RT and SIRI.

2 Using advanced statistical methods, the application continually processes your data in to analyze its accuracy, before improving arrival data in realtime. Engaging machine learning technologies and advanced statistical engines, each ETA prediction made by your existing system is replaced by a more accurate prediction.

3 The dashboard presents service monitoring and detailed performance insights, and the data is easily integrated back into your passenger information system and other applications.

### How accurate is your ETA?

See how we can make it significantly better.

# 30%

POWERED BY

