

SOLUTION GUIDE:

MOBILITY AS A SERVICE

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On-the-go moments are critical moments.

Throughout any given day, millions of commuters either fumble with or wait to pay for their parking, gas, tolling and public transportation.

Location reduces friction in these interactions by providing automated check-ins and smarter messaging.

Think hands-free payments as you approach the toll gates or timely notifications of train delays with suggested alternate routes.

Better mobility for convenience on-the-go.



AUTOMATED MOBILE TOLLING

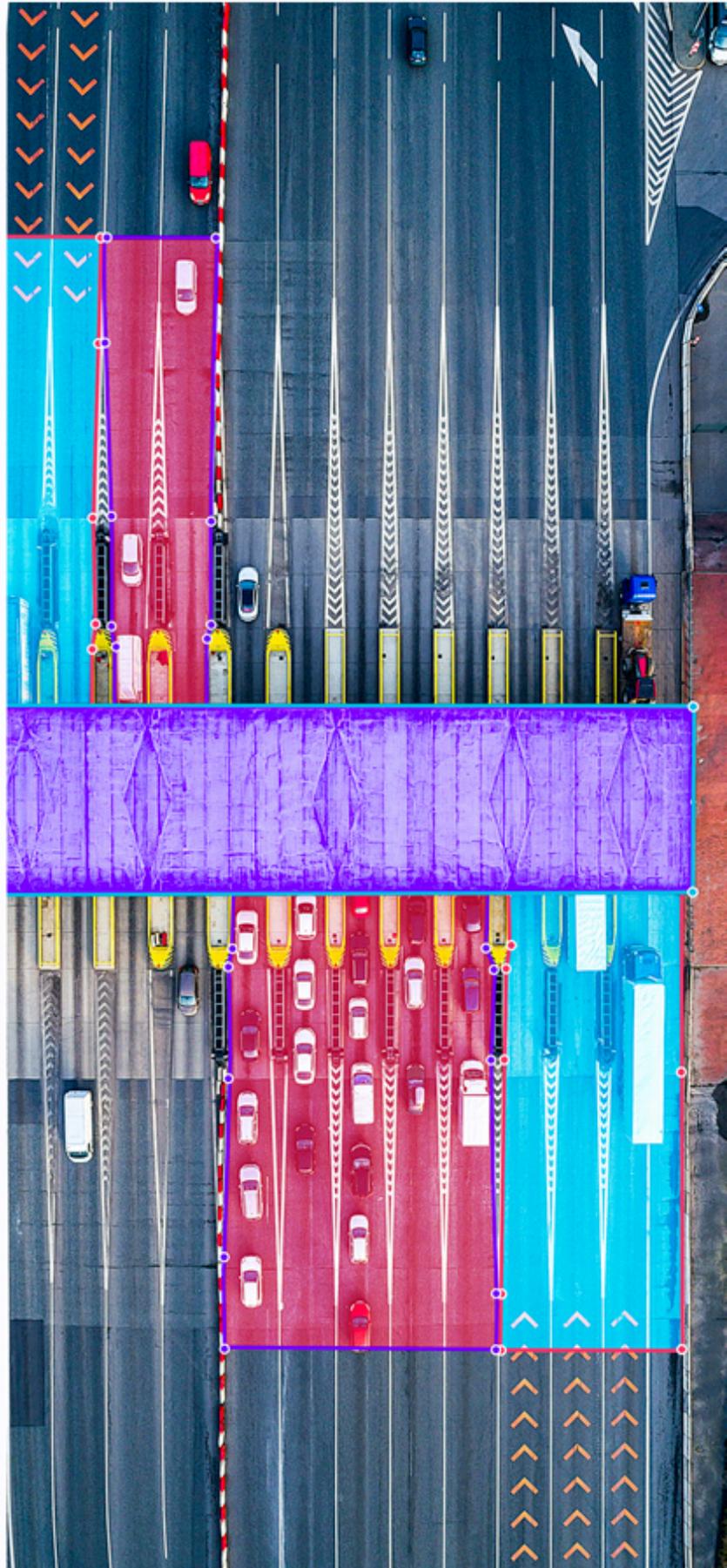
Offer mobile-first toll road payments to eliminate the need for drivers to stop, find cash, or install transponder hardware. The app detects when a driver enters a toll and automatically processes the payment once the trip is complete. Quick, safe, and effortless.

PLANNED OUTAGE ALERTS

Power and water companies can more effectively manage communications for planned outages by sending push notifications directly to impacted customers based on location. Residents can prepare; then access relevant updates during and after the outages.

FRICTIONLESS TRANSIT

Transportation apps can simplify the journey for commuters by automating turnstyle entry and exit. No more fumbling for a card or ticket. And no need to pull out your phone. Breeze in and out.





LOYALTY PERKS AT THE PUMP

Detect when a customer pulls into a gas station and send them a loyalty prompt (via their gas station brand's app) to redeem points or rewards - incentivizing in-store purchase or add-on car wash.

CONTACTLESS GAS PAYMENTS

Using precise location, verify when a customer has pulled up at a specific gas pump. Deep link into the gas station's app to make a payment without having to go inside or touch a screen.

ROAD WARRIOR ETA FOR FRESH FOOD

After a customer places a mobile order, the convenience store or QSR gets real-time updates on their ETA. Perfect for road trips or commuters who need fresh food on-the-go.



EMERGENCY COMMUNICATIONS

Quickly notify impacted customers of emergency disruptions due to weather, accidents, fires, etc. Use customer location to send messages & status updates. *“Estimated time for power to be restored: 2:30pm ET.”*

PARKING REINVENTED

Cities and parking lot companies can create an effortless experience for drivers by offering a parking app subscription that instantly authorizes payments based on member location and time spent. Drive. Park. Go.

TICKETLESS TRAINS

Commuters can purchase in-app tickets and passes. Then their ticket is automatically validated based on location of onboarding and off boarding.

PETCARE LOGISTICS

Doggie daycares can send canine parents an alert when the dog walker has checked in/out of nearby parks, beaches, or trails. At the kennel, keep owners assured their pets are getting the care they deserve.



73% of customers say that valuing their time is the most important thing a company can do.

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SCHOOL TRANSPORT

School and childcare providers can keep parents informed of pickup and drop-offs using location. Automatic notifications are effortless for the providers and reassuring for the parents. Win-win.

LOCATION VERIFICATION

Banks and credit cards can add a layer of security by using location to automatically verify a large transaction. Think 2-step authentication, simplified.

DELIVERY CONFIRMATION

Give customers confirmation that their package has been delivered or gas tank has been filled by sending a location-based verification or notification when the carrier/technician arrives.

EASY, TRUSTED HOUSE CLEANING

Share ETA of cleaning team with homeowners so they can plan their schedule accordingly. Build trust with transparency by capturing arrival and departure times. *"That's a wrap - your house is sparkling clean now. Enjoy!"*

ELECTRIC CHARGING OFFER

Notify electric car owners which charging stations are available as they enter the parking lot. Send alerts via the charging app.

“Charger 8A is available, no cost for charging today!”

CONTACTLESS EV PAYMENTS

Think Paypal for charging stations - a single app that lets customers pay to charge at any EV station. No infrastructure necessary, as geofences confirm who is pulling up to which charger. Users simply park, charge, and pay via mobile app.

STATION REPAIR ALERT

Identify station maintenance needs sooner by knowing when a driver enters a charging station geofence, but doesn't start a charge. If this occurs five consecutive times, automate maintenance alert.





HASSLE-FREE CAMPUS TRANSPORTATION

Universities and large hospitals can remove the hassle and frustration of getting the most efficient route from one building to another. Allow students, patients, and faculty to plan routes amid construction, get shuttle ETAs, and receive shuttle approach alerts based on location.

DESIGNATED MESSENGER CONFIRMED

Allow app users to specify a proxy to pick up a package, meal, or letter. Alert users when the proxy has arrived for pick up and send ETA for delivery.

VERIFIED HOME REPAIR

Simplify home repairs by authenticating technician on arrival and providing access directions. Homeowners get the convenience of a timely repair without taking time off work or interrupting their schedule.

WHAT'S NEXT?

See what our location solutions can do for your app.

[Request a demo](#) today.

Want to learn more about geofencing? [Read our guide](#)

