



Solution Case Study

Regional Electronic Toll Provider

Client provides the electronic tolling system used on toll roads in 14 states, enabling interoperability between the roads. Since the system's introduction, the various independent state authorities have focused on building toll collection infrastructure and on providing the essential service of handling customers, opening, closing and changing accounts. The provision of quarterly customer statements is a major factor on the costs and margins for state operators.

The Challenge

The primary goal was to streamline the labor-intensive and costly process of collecting, analyzing, and presenting driver data for printing and mailing quarterly paper statements to customers, as well as violation notices to non-customers who access the roads via electronic lanes.

The key goals of the initiative:

- Streamline information processing to eliminate duplicate manual effort and to achieve "green initiative goals"
- Support the customer communication and toll collection process more efficiently
- Embed process and quality controls that ensure 100% statement delivery tracking
- Provide electronic document archive for customer inquiries
- Replace paper based approval proofing process to save time and maintain audit trail
- Provide e-delivery statements to satisfy the current 40% of customers desiring electronic documents
- Provide a process that automatically fulfills via paper if e-delivery bounce back occurs
- Provide paper document delivery for 60% of customers who still prefer this method
- Achieve postal discounts and savings
- Eliminate bottleneck delays in current paper document processing

Results

Content Critical developed and deployed a portal solution for seven independent authorities with the following results:

- Streamlined information processing to eliminate duplicate manual effort and to achieve "green initiative goals"
- Client service staff has complete information to answer customer inquiries quickly and completely
- Achieved ability to confirm 100% statement delivery
- Provided an electronic document archive for customer inquiries
- Replaced paper based approval proofing process to save time and maintain audit trail
- Green initiative goals achieved with e-delivery statements to easily satisfy the increasing requests to receive e-delivery documents
- Provided a process that automatically fulfills via paper if e-delivery bounce back occurs
- Provided paper document delivery for 60% of shareholders who still prefer this method
- Eliminated bottleneck delays in current paper document processing
- Client has realized a 40% annual postage savings as a result of Content Critical's automated mail processing and presorting to achieve carrier discounts