By collaborating with different departments and stakeholders, we were given guidance in the analysis and feasibility of ... We have also been given the opportunity to take part in exciting activities, such as the Burnley Tunnel closure tour.

BACKGROUND

Transurban operates and develops urban toll road networks in Australia and the United States of America. Founded in 1996, Transurban is a young, innovative company and its leadership is pushing for a strategic shift to a more customer-centric approach.

OVERVIEW

"Transurban is constantly looking to improve the customer experience"

In order to enhance the Customer Experience (CX), it was necessary to understand the customer base and focus on key segments.

Young drivers aged 18 to 34 were discovered to be a prominent customer segment as they were found to be the largest segment of toll road users. It is also estimated that a large portion of young drivers are shadow users, i.e. customers who use toll roads under someone else's account. There is an opportunity for Transurban to enhance the relationship with these drivers.

Account holders were also identified as a critical customer segment as they constitute 75% of all customers. It was discovered that Transurban could enhance this relationship by adding more value to this segment's CX.

To cater for these segments, numerous initiatives were generated and then developed into business cases.

OUR EXPERIENCES

During our time at Transurban, we have become an integrated part of the company and its culture. Transurban has been very supportive and we found their values resonated with us.

INITIATIVES FOR TODAY

SHADOW USER STRATEGY

The Shadow User Strategy targets shadow users and, in particular, the young driver segment. It is comprised of the following four initiatives which can work in conjunction with, or independently from, one another.

SHADOW USER DETECTOR

The Shadow User Detector utilises Data Analytics to identify shadow users, and particularly those in the young driver segment, by recognising distinct driving patterns between registered vehicles.

SEPARATED USAGE BREAKDOWN

This initiative seeks to improve current bill statements by allowing the nicknaming of e-TAGs and Licence Plate Numbers (LPNs); displaying an individual usage breakdown; and distinguishing between credit and debit amounts. A statement mock-up, which includes a bar graph of separated usage breakdown is illustrated to the right.

PAY YOUR WAY

This initiative aims to create a feature which allows multiple users of an account to pay for their respective usage and allow different payment methods for different e-TAGs.

SPLITTING ACCOUNTS

This initiative facilitates the transition from shadow user to independent account holder, by allowing the transfer of e-TAGs between accounts, instead of requesting a brand new e-TAG.

DATA INITIATIVES

The proposed Data Initiatives target account holders and serve to add value to their customer experience.

PERSONALISED TOP-UP SUGGESTIONS

Develop a product that is capable of analysing and predicting the monthly usage of a customer and, in turn, suggest an optimal top-up amount.

BILL SHOCK PREDICTOR

Create a data product to predict when a customer is about to undergo “bill shock” and take care of them by communicating with them to prevent it from occurring, thus improving transparency.

TRIP EXPERIENCE

Create a data product which recognises when a customer has a long trip and communicates acknowledgement of the long trip and statistics on Transurban’s asset reliability.

INITIATIVES FOR THE FUTURE

Looking towards 2030, it is important for Transurban to consider the future landscape of the transport and mobility sector. One important aspect is that of the shared economy; it is anticipated that there will be a decreasing trend in car ownership and a push towards the shared use of services and resources. Considering this, Transurban should explore the concepts of carpooling and carsharing.

CARPOOLING

Carpooling is becoming more popular due to its social, economic and environmental benefits. It aims to alleviate the demand on roads from congestion and population growth. Transurban should look to become actively involved in this industry.

CARSHARING

The growing millennial mindset of shared economies will encourage carsharing in the future, which provides users with access to vehicles without owning one. It is recommended that Transurban explores the future market of carsharing.