

A-to-Be

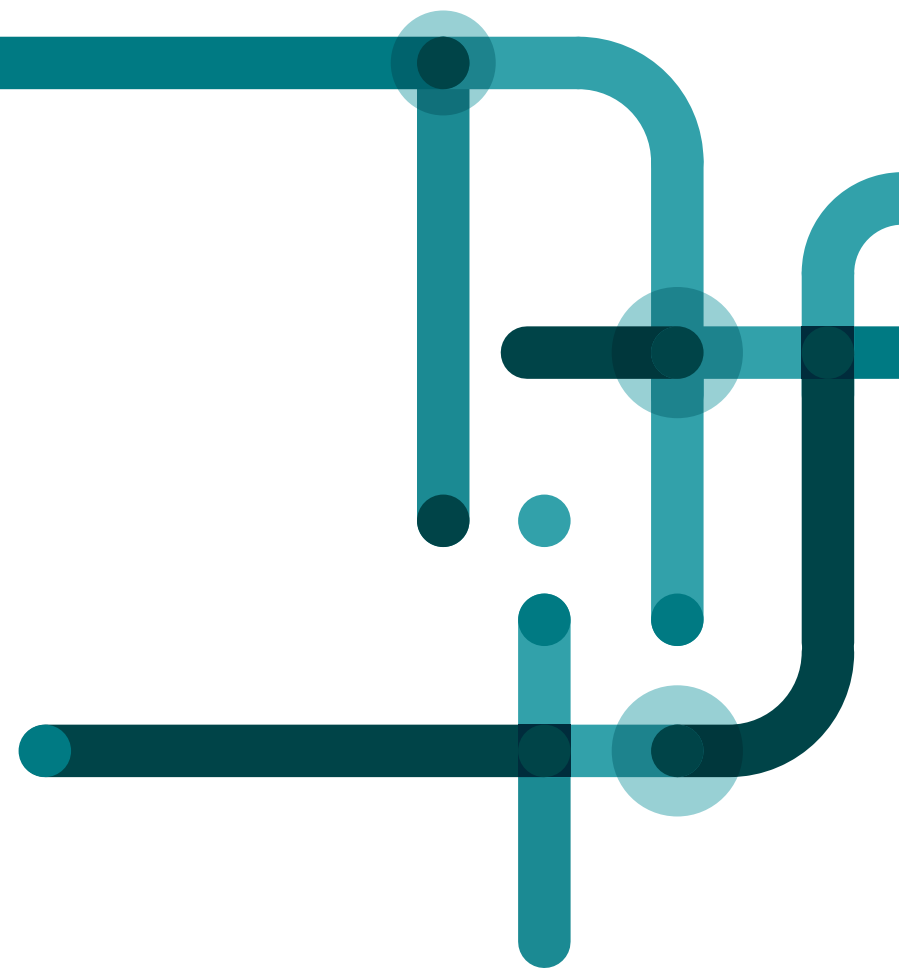
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Mobility-Beyond

CASE STUDY

Integrating payments like no other

Via Verde





The Via Verde back office system was developed using Brisa's group internal competences and skills, both at managerial and technical level, combining the 30 years' experience operating a unified network of more than ten different road operators and the technological development for both roadside and central systems. This effort was achieved combining a set of external resources, mainly as man-power for undifferentiated components, concentrating core and critical components close to our own resources and structure.

This system is able to enable payments for different service providers, ranging from motorway tolls, car parks, gas stations, ferries to McDonald's™ McDrive®, with an integrated and full-spectrum customer account management, handling, validating and keeping track of millions of records. Performance is key, able to deal a daily work load in a couple of hours. By having a single central payment system, complexity on Service Providers is reduced, as well as for customer's clarity on the process. By producing integrated invoicing, both customers and Service Providers benefit, whether through comfort or by reduced both investment and operational costs.

The developed and deployed core applications are responsible for:

Mediation

Reviewing, validating and processing Service Providers events
Collecting data from roadside systems
Data validation for consistency and completeness

Provisioning

Preparing and providing service information to the Providers
Lists of valid/invalid OBUE
Exceptions and exempts
Behavioral action

Rating

Rating transactions, applies discounts, directs to proper account
Billing - invoices and manages transactions, cancelling, changing or managing refunds
Payment Gateway - integrates with payment providers, for prepaid and post-paid accounts
Managing customers' payment, determining rates, invoicing and charging transactions

CRM

Managing new client accounts, support existing ones and their claims, accessible through all the channels

Enforcement

Responsible for revenue loss prevention and recovery.

From the clients' perspective these were the key factors which the systems' implementation managed to attain:

- . Ease of access and use with a geographic wide range of choices, across all service providers walk-in sites
- . Customer service with swift and flexible account management (such as aggregating several vehicles in a single account), several channels and responsive claim handling
- . Service Operator support by implementing discounts, integrated invoicing and reporting
- . Enforcement by adopting revenue assurance good practices and monitoring and auditing key points in the systems full-spectrum

In 2013, this system managed 3.4 million client accounts, and processed 315 million transactions (almost 1 million each day in average), 60 thousand images reviewed and 10 thousand claims/processes per day.

Facts & Figures (all data refers to annual figures)

3.4

Million
client accounts

315

Million
transactions

60

Thousand
images reviewed

10

Thousand
claims/processes per day

Project Location

