

transfinder

SUCCESS =
AWARD-WINNING TECHNOLOGY +
AWARD-WINNING CUSTOMER SERVICE



Before **Dr. Kerry Duskin** even took the position of transportation supervisor at **Roosevelt Elementary School District #66 in Phoenix, Ariz.** – a district with 19 campuses, 10,000 students, multiple bell times and a driver shortage – **Transfinder** helped him get ready for the job at hand.

Transfinder’s award-winning customer service and support have often been described as the routing companies “secret sauce.” While clients often praise Transfinder’s award-winning, industry-leading solutions, it is the customer service and support after the sale that is a key factor in retaining them as clients.



Duskin sheepishly admitted he considered other companies before bringing Transfinder technology to his district six years ago.

“To be honest, I did see other vendors,” he said. “But Transfinder was the company that actually gave me the customer service piece and was more there for me.”

And that was before he even started in his new position!



“In the beginning, I was working at another district. I was trying to do webinars and Zoom meetings with people to show me the software before I actually got here (at Roosevelt). I think I did three Zoom calls with someone walking me through Transfinder technology. With other vendors, it’s like I was calling and waiting for someone to call me back. That didn’t happen with Transfinder.”

Of course, key to his district’s success has been the technology as well.

“I loved it when they showed it to me the first time,” Duskin said of the technology. “I was like, ‘Ok, this is what we’re doing.’”

But being new to the district, he said it was reassuring to hear from area districts that they, too, use Transfinder technology.

“When I started finding out other districts were using Transfinder, I was like, ‘I must have made a good decision.’”

Aspects of superior customer service

According to **Salesforce**, creators of a popular Customer Relationship Management platform, **74 percent** of consumers say they will stay with a company because of a positive service experience.

Transfinder President and CEO Antonio Civitella has said many times that even a child can recognize poor customer service. Transfinder has invested significantly to enhance customer service experience as its client base continues to grow to the point where now one in nearly every three students are taking a bus that is routed using Transfinder technology. With that kind of expansion, districts need to be ensured that support is available to assist when an issue comes up.

One critical aspect of customer service and support is simply availability: Can your client connect with an expert when they need someone? In recent years, Transfinder has expanded its options to increase availability, meeting clients where they are at. For example, **Live Chat** is available through its Transfinder Community portal. Clients can reach an expert most quickly using the Live Chat feature.



Transfinder also has created the Scheduler that allows clients to find a date and time that works best for them and avoid missing a call back. This brings a level of predictability to customer support and service.

Another key aspect to customer support is helping clients get the answers they want in a timely manner. To that end, Transfinder has added the client forum that allows other product users to assist with finding tricks and shortcuts. Forums are popular with tech companies because often users want to become expert in a product or function and enjoy sharing their knowledge with others.



Also in the **Transfinder Community** are numerous guides and videos for those DIYers who prefer to read the directions or YouTube how-to videos rather than speak with a customer support specialist. To reach those clients, the Community is packed with information.

During the year Transfinder also has a weekly **Routefinder PLUS** webinar that is for clients to ask any question or raise any issue they are having. During the summer, the PLUS webinar is daily

and has no agenda other than to answer questions of those in attendance.

Of course, clients still call or email the support line as well. For those who still need and want personal customer support, Salesforce said clients expect representatives to be patient, have effective listening skills and use positive language.

Other critical skills include:

- **Empathy:** 70 percent who purchase a product say it is based on how they feel they are being treated;
- **Adaptability:** 60 percent of customers alter how they will reach out for assistance depending on where they are and what they are doing;
- **Clear communication skills:** 33 percent of customers say that the most important skill a customer service representative should have is the ability to answer questions efficiently.

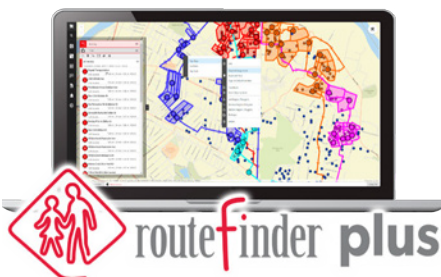
Of course, a company can have the best customer support but if its product is lackluster, clients will leave in search of a better solution. Duskin said he was impressed with Transfinder's routing solution Routefinder Pro, which was the first routing solution the district had implemented. The ability to create routes was superior to what he had seen at a previous district, mentioning other routing products.

Routefinder's easy 'learning curve'

"Considering this district did not have anything, I wanted something that was easy for my staff to catch on to versus a big ol' learning curve where they're like, 'OK, I'm done. I quit. I can't do this anymore.'"

Transfinder's customer service and support met that need to simplify the process and reassure new users to the technology.

"Transfinder did that, even setting us up in the very beginning with the trainers that we had through the process. They really, for lack of a better word, dumbed it down for us. They made it more understandable for my staff to use here, considering they never used anything."



Duskin also creates routes and he's happy that the district has upgraded to **Routefinder PLUS**, the award-winning, browser-based routing solution launched in April 2020.

“I love PLUS a whole lot better than Pro,” he said, laughing. Duskin rattles off several aspects of PLUS that he loves.

“Being able to open more than one map at a time serves a big purpose for us,” he said, “especially when we’re trying to route two different schools and we’re trying to figure out how we can make this jive. That’s a big plus for us.”

The ability to open multiple maps and multiple rides simultaneously allows his team to make changes easily and fast.



Duskin also likes the **Trip Optimization** function, which he said the district uses mostly for special needs routes, where students are picked up at the door and the right-side pickup is required.

PLUS has also significantly helped the district deal with a severe driver shortage, where the district saw the number of drivers drop from more than 30 to 13. And that’s not including Duskin’s office staff and mechanics that have also pitched in to drive.

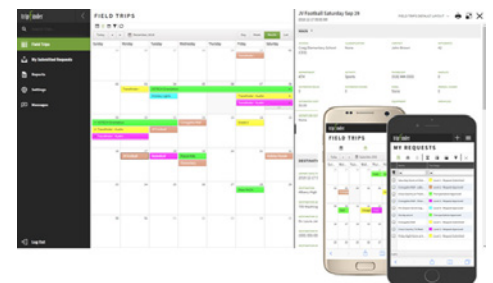
“Last year when we were short drivers, we ended up doubling routes a lot,” he said, referring to one bus doing two routes. “This school year we combined a lot of those routes together just to circumvent the driver shortage piece.” That’s where being able to open up multiple maps and routes at one time became essential to be able to move stops and consolidate runs.

Duskin also likes the fact that because PLUS is browser-based, he can work from anywhere.

“I’ll be home and if I get a phone call, I can log into it and be able to get to it and route whatever I need to route – all from home. It worked a whole lot for us, especially during the COVID situation.”

Beyond PLUS, Duskin and his district have turned to Transfinder for other technology to manage their transportation operation, such as **Tripfinder**, the field trip management solution.

“I love it. I love it,” he said.



And there's **Viewfinder**, a browser-based solution that provides route information and bird's eye view of the entire operation. The administrative offices at all 19 campuses have access to Viewfinder.

"It alleviates a lot of phone calls to me for them to know what bus a student needs to go on," Duskin said. "They can just pull the student's name up and the kids detailed information and see, 'Ok, Tony needs to be on bus 13 and this is his bus stop. We gave all of them access to look at their campus routes."

The district has had its solutions hosted by Transfinder since 2017.

"It's easier to be hosted by your guys than our district servers," Duskin said. "In my opinion, I think if it's coming directly from you, I have a better chance of not having glitches. I just love it. It's easier for you guys because you're built for that. It was just easier for us to say, 'You guys host it.'"

'Support has been great'

Duskin reaffirms that Transfinder's technology has helped the district tremendously and the company's support has played a major role in the district's successful transportation operation. He likes the Live Chat and one of his dispatchers he calls the "PLUS Guru" loves the videos in Transfinder Community.

"Support has been great," he said, "especially considering the time zone difference. I love it. I've talked to somebody in support and they're like, 'It's 7 o'clock over here.' I'm like, 'You're still working?' That was one of the concerns I had in the very beginning, the time zone difference, and if I needed support after your 5 o'clock people are gone. What do I do?"

It hasn't been an issue, Duskin said. Most of the time, "I get an answer the same day."



For more information on parent apps, GPS, routing software or any other transportation solution challenges, please contact the experts at Transfinder. With over a combined century of knowledge and expertise in the industry, the team at Transfinder is committed to generating superior value by delivering user-friendly and economical solutions combined with "best in class" service.



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