

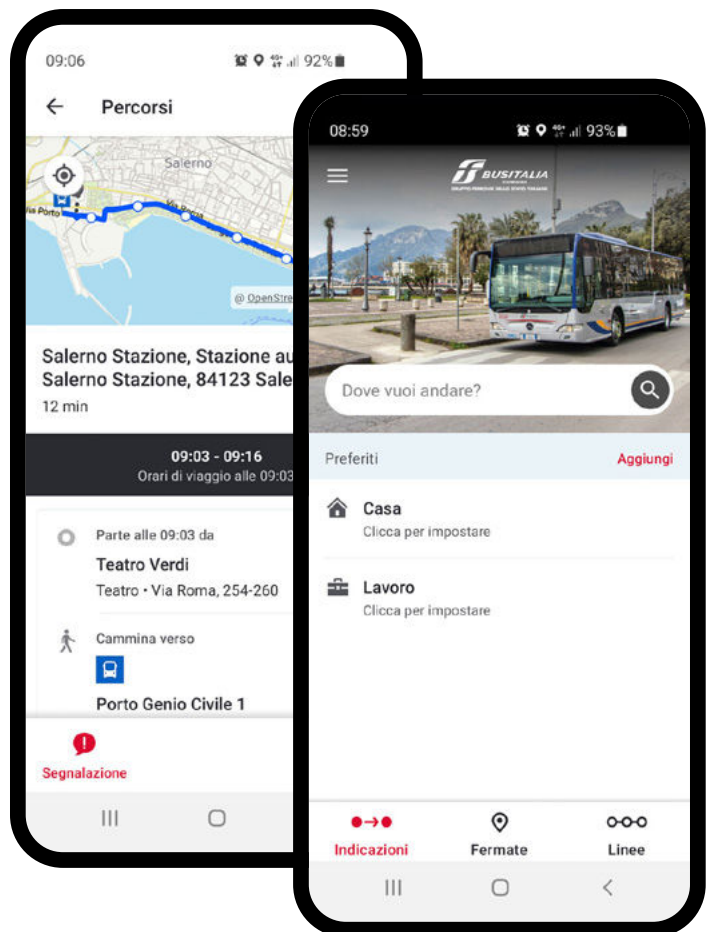
# Improving the Customer Experience with Trip Planning and On-Demand Transit in a Single Mobility App

## The Challenge

Serving one million residents and another one million tourists every year, Busitalia Campania is the main public transport operator in Salerno and the Campania province. Busitalia Campania was looking to digitize its resources and services to improve the customer experience, and make its services more accessible and attractive to the public. The operator wanted to offer an advanced, well-rounded digital solution with scheduled and real-time arrival information. Lastly, Busitalia also wanted to provide an on-demand transport service for everyday commuters to easily get to and from work.

## The Solution

Busitalia Campania selected Moovit to create Quibus Campania, a customized White Label App with public transport information and guidance, as well as an on-demand transport service which riders can book from the same app. One of the main reasons that prompted Busitalia Campania to rely on Moovit was Moovit's highly effective push notifications and pop up messages that can be sent to users. Busitalia also selected Moovit for its accurate information on people's movement patterns, and granular insights about public and shared transport.



## Why Busitalia chose Moovit

- 1 The Moovit app offers multi-modal trip planner with real-time arrival information and step-by-step guidance to help commuters travel using any form of public and shared transportation, including on-demand transportation in order to travel directly to their destination or connected to fixed-route services.
- 2 Moovit App accessibility features, including screen reading features for low vision users: TalkBack/VoiceOver capabilities, identifies wheelchair-accessible routes and stations, and calculates step-free routes. Menus and buttons are also optimized for those with hand-motor disabilities
- 3 Mobile payment capabilities via SMS
- 4 Ability for Busitalia to instantly communicate with passengers via push notifications or pop-up messages
- 5 Busitalia is able to view detailed reports on movement patterns

“Our needs included technologically advanced and global solutions. Our objective also included the ability to verify how users in Salerno and Campania would respond to the service. Moovit has consolidated experience, as well as an important footprint in Italy and around the world. The Moovit team was able to provide answers to our needs within a short amount of time. Of particular interest to us was Moovit’s on-demand services and the differences it has from other solutions in the market. Moovit’s proposal was particularly interesting because it offered an innovative formula capable of optimizing customer requests, both via a scheduled service and with a flexible on-demand service.”



Customer Marketing,  
**Busitalia**



## Results

### Rating in Android and iOS stores

4.0/5.0

### User rating

94% of users rated the on-call service 5.0/5.0



## About Busitalia

Busitalia Campania SpA is the subsidiary of Busitalia-Sita Nord srl operating in Campania, mainly active in urban and extra-urban services in the province of Salerno . Operating in Campania since 1 January 2017 , the Company manages in particular:

- Urban service of the city of Salerno ;
- Urban and suburban services in the province of Salerno ;
- Extra-urban services from -to Naples and from -to the Municipalities bordering the Neapolitan area;
- Seasonal Services .

The company was established as part of the acquisition procedure of the operating branch of the company CSTP in Extraordinary Administration, and is currently 100% controlled by Busitalia-Sita Nord srl.

## MaaS Components



White Label  
App



Fare  
Payments



Transit  
On-Demand



Real-time  
for Buses



Public  
Transit APIs



Moovit ([www.moovit.com](http://www.moovit.com)), part of Mobileye (Nasdaq: MBLY), is a leading Mobility-as-a-Service (MaaS) solutions provider and creator of the popular urban mobility app.

Moovit’s iOS, Android, and Web apps guide people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2012, it now serves over 1.5 Billion users in more than 3,500 cities across 112 countries.

For governments, cities, transit agencies, and private companies, Moovit offers AI-powered MaaS solutions covering planning, operations, and optimization with proven value in reducing congestion, growing ridership, and increasing efficiency and asset utilization.

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