CLEAR VISIBILITY ELIMINATES TRAVEL STRESS

Between 40-70 percent of calls to a hotel’s front desk are inquiries regarding the whereabouts of a courtesy shuttle. Most travelers consider the complimentary shuttle a significant benefit. Therefore hotels, entertainment venues and now even smart cities position these ride services as a focal point in their marketing efforts. The danger: a poor shuttle experience can quickly turn this favorite amenity into a negative touchpoint, majorly detracting from overall customer satisfaction.

There’s also mounting pressure from on-demand ride hailing apps, which have added a new layer of competition for hospitality brands, changed expectations about standard visibility into a ride on the way, and in cities, are causing major congestion challenges. A new answer for convenient, low-stress and easy-to-find rides is required. Major transportation and hospitality brands are turning to Glympse to address the challenge of timely shuttle arrival without expanding fleets or adding new routes.

DISCOVER THE POWER OF A GLYMPSE

Glympse provides precise, clear visibility into shuttle routes with a real-time view of available shuttle services, stops and ETAs, eliminating anxiety and uncertainty about when to catch a courtesy shuttle while traveling. This reduces calls to the front desk, empowers travelers with greater flexibility and choices and also gives shuttle drivers better tools!

This technology is also powering smart city transportation transformation initiatives, introducing the power of accessible, high-visibility ride services to bring mass transit into the modern era. Likewise, it can reduce the burden on transit depots. With Glympse, there’s no untraceable shuttle acting as a barrier to a great travel experience.
THE COMPLETE SOLUTION: GLYMPSE SHUTTLE TRACKER

Glympse has honed its location sharing and digital engagement expertise over a decade. More than simple notifications and customer communication, the Glympse Shuttle Tracker offers intelligent, interactive and high-fidelity experiences backed by powerful location context. We partner closely with HERE Technologies for intelligent location services, maps, geocoding, traffic, transit and self-learning routing data for a highly accurate and very detailed journey experience. The full solution includes:

Glympse Shuttle Tracker Journey

For your end customers, the Glympse Shuttle Tracker Journey is a branded, interactive and multi-step live map web experience. It utilizes modules to display shuttle, stop and route data as key details to help your customers find their ride. It provides real-time location and an ETA countdown in a live map view as the customer’s shuttle makes its approach. Better still, it can automatically detect a customer’s location and update their view to be most relevant for their stop. It also collects feedback immediately after the service is complete. The Glympse Shuttle Tracker Journey is:

- Responsive to desktop and mobile browsers and embeddable in a website via simple iFrame, so you choose where to display small or large format shuttle views (e.g. kiosks, hotel lobbies, etc.).
- Available in consumer-facing mobile applications via SDK or web view embed
- Solution partnership with HERE Technologies ensures rich location, route and POI data and the most accurate ETAs and logistics
- Configurable with choice of standard modules to build interactive journeys, such as live map, ETA, arrival window, shuttle stop progress bar, driver name and photo, an advertising carousel for marketing offers, as well as 5-star feedback and customer comment capture
- Customizable to include as many phases (or views) in the complete shuttle journey as you choose, with standard phases including Choose a Stop; One, Two or Multiple Drivers Displayed; Stop Selected or Not Selected; Monitor Multiple Stops; No Active Shuttles, Request a Ride
- Interactive, allowing passengers to check in at their stop, request a ride and more
Multi-Channel Notifications

If the Glympse Shuttle Tracker is embedded in your brand’s mobile app, or if you’ve connected their travel reservations with shuttle services, customers receive a notification prompting them to navigate to the Glympse-powered shuttle tracker experience. These notifications can be made geo-aware, so they are automatically sent when a customer reaches a specified destination. Multi-Channel Notifications are included in the Glympse platform, and we offer configurable multi-channel notification rules and customizable templates. Specify who receives each notification, whether it’s for one individual or several stakeholders. Notifications are available for email, SMS or PUSH templates and fully responsive to desktop and mobile email clients.

Glympse Console

Front desk staff, logistics managers and dispatchers need the same real-time visibility into shuttle routes and current status as end customers. The Glympse Console is a modular and brandable web application for viewing and searching Glympse data. Customization allows you to configure metrics and live map views to suit your individual preferences. The Glympse Console is:

- Designed for desktop but fully responsive for viewing on a tablet or mobile device – available in both small format and large format views
- Supported for Chrome, Safari and IE11+ browsers
- Accessible via login and provisioned permissions with a Glympse Username or SSO
- Easy to navigate with driver and route history search functionality built into the console
- Adaptable to provide comprehensive views of shuttle routes on a live map, in public viewing spaces

Dashboard access includes metrics for hotel staff, general managers or logistics and dispatch teams to visualize route KPIs in simple, illustrative tiles and the ability to export raw route and driver data as PDFs. Reports and visualizations are updated every 4 hours, and customer time frames can be displayed for daily, weekly or monthly viewing. The Glympse Console features a Live Map designed to provide staff and shuttle
riders alike with a real-time view of all active shuttles, drivers, routes and stops, including live location and ETA.

IVR Service

Some end customers may not have access to the web in order to view a Glympse Shuttle Tracker web view, and some just prefer to receive updates by phone. That’s okay! The Glympse platform includes an IVR Service that integrates easily with any modern IVR. The Glympse IVR Service answers the “Where’s my shuttle?” question, and your customers don’t have to wait for or speak to a staff member for help. Customers simply indicate their stop via voice or keypad. It’s configurable to return only the information you choose to reveal – ETA, driver information, stop or route information information, delays, etc.

Driver Mobile Application

Glympse Mobile Applications increase your speed to market if you don’t have already use a fleet or driver management app. Our enterprise-grade mobile applications help drivers to manage their daily routes and pickup stops. Your team receives updates and new features as we develop them. With Glympse Mobile Applications, available for iOS and Android, you get access to a proven, pre-integrated interface allowing drivers to login with Glympse Username or SSO, automatically start sharing on the route and automatic arrival detection, based on sophisticated geo-fence logic built into the Glympse Platform.

Apps are fully operable in headless mode, accessible via login with Glympse Username or SSO and published to app stores or available for distribution via MDM. The Glympse Shuttle Driver Application brings additional functionality, enabling you to add pacing instructions and stop information (such as real-time updates about the number of passengers waiting).

Glympse SDK

Glympse is designed to augment your existing driver applications, fleet management solutions and workflows. The Glympse SDK can be integrated directly with mobile applications and offers embeddable libraries for interfacing with a Native OS and/or Glympse APIs. It surfaces and simplifies interactions, optimizes battery and data usage.

REST APIs

Glympse REST APIs support back office integration with the Glympse Platform. They’re a standard integration point for fleet management, field service, workforce management or any platform used to manage last mile logistics. Our REST APIs provide endpoints for org/agent/device management, task & shift management, webhook actions, and retrieving data/reports. When it comes to shuttles, they also allow the flexibility to collect location data and geofence triggers from GPS hardware instead of our driver apps.
POWERSFUL BENEFITS

The Glympse Shuttle Tracker is designed to ensure travelers make a seamless transition from the airport to their hotel, as they traverse the city, all the way through their journey back home. Whether for hotels, major theme parks, events and conferences, or for smart cities initiatives, the Shuttle Tracker offers:

- **Peace of Mind.** A free ride is useless if guests can’t find it. Don’t burden them with the cumbersome task of tracking down the shuttle after a long, stressful day of travel.

- **Live Location.** The Glympse Journey offers live shuttle tracking, providing clarity on the location, ETA and status of multiple shuttles and drivers with multiple stops, so it’s easy to find the right ride.

- **Access Anywhere.** Customers can view via a browser, in a branded app or at a kiosk.

- **Up-to-the-Minute Notifications.** Continuous alerts leading right up to the pickup allow guests to enjoy a last-minute coffee, meal or just fire off a few final emails without fear of missing the shuttle.

- **Staff Tools.** Extend the view to hospitality staff and lobby screens so everyone’s on the same page.

For more information, visit glympse.com/solutions/shuttle-tracker.

About Glympse

Glympse is a built-for-mobility location communication and customer engagement platform, offering powerful APIs and robust SaaS applications that help Fortune 1000 companies improve their customer satisfaction by eliminating the friction and anxiety of product and service delivery experiences. The pioneer in real-time temporary location sharing technology, Glympse’s powerful platform and market-tested industry solutions successfully aggregate existing service, marketing and commerce cloud capabilities into a single, easy-to-use and interactive Glympse (a multi-phase, customer-facing digital tracking hub). Glympse helps businesses improve communication and increase satisfaction when their products and services are delivered or picked up by their customers. For more information, visit glympse.com.