

# Mobility on the Move

from cars to people

*ASECAP Marketing Workshop  
Copenhagen, February 2017*



**Brisa**



PORTUGAL...

## West Coast of Europe

Small country

< 100 000 km<sup>2</sup>

10M inhabitants (“Tugas”)

5M cars



NOT ONLY GOOD IN FOOTBALL...





**Brisa runs a network of 1500 km - 50% of PT motorways**

# LAST YEAR'S TAKEAWAYS



## Mobility on the Move

New initiatives transforming the Industry

Motorways are an essential part of the mobility ecosystem

**MOTORWAYS BUSINESS IS CHANGING** 

**Business model is under pressure**

Disruptive digital models



New big players (ie Google)



10

**BRISA NEW VISION** 

**Mobility Concept**  
Customer Centric & Ecosystem

CONNECTIVITY AFFORDABILITY

INTERMODAL INTEGRATION SMARTCITIES

DYNAMIC TRAFFIC MANAGEMENT LOW CARBON



**DO THE RIGHT MIX**

10

## Brisa's New Vision

### From infrastructure to mobility


BRISA NEW VISION 

**From infrastructure to mobility**  
Delivering efficient mobility to the people




01

### From cars to people

BRISA NEW VISION 

**New approach**  
From infrastructure to mobility



From cars to people

01



## New Vision in action

### New focus on clients

FROM CARS TO PEOPLE

**Customers are our best asset**  
Knowing them and improve relation are key, meaning new focus

<b>CUSTOMER EXPERIENCE</b> self care	<b>CUSTOMER INTERACTION</b> digital ecosystem	<b>SHARE OF WALLET</b> new offer & cross sell	<b>REPUTATION</b> emotional relationship
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### New marketing platform

FROM CARS TO PEOPLE

**Single Customer**  
Convergence and offer integration

8M CLIENTS (CARS + FAMILIES)	BCR	other Conc.	VVP	CTA	...
	3 M	2 M	2,5 M	2 M	...

## New Vision in action

### Market single B2C brand


### Launch new mobility payments

**NEW BRAND POSITIONING** 

**Via Verde Ecosystem**  
Beyond tolls & Payments




The image illustrates the Via Verde Ecosystem components. It includes a white delivery van with 'VIA VERDE' branding, a store front with the 'VIA VERDE' logo, a smartphone displaying the app interface, a green Wi-Fi symbol with the text 'WIFI GRATIS ANDA POKI AGU' and 'VIA VERDE', a map showing the service area, and a small white smart car with 'VIA VERDE' branding.


**MOBILITY ERA** 

**Via Verde Mobility (VVM)**  
Paying system (ETC) for all transport modes

**TODAY**



**TOMORROW**



Public Transportation

New mobility modes

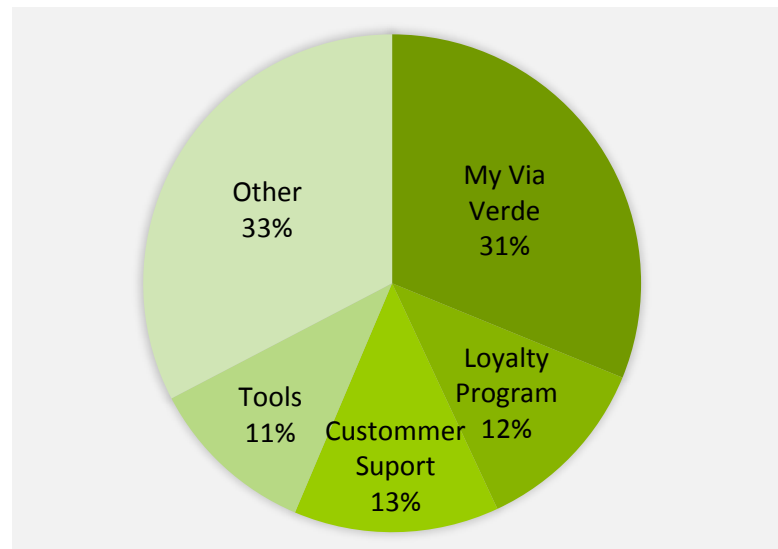
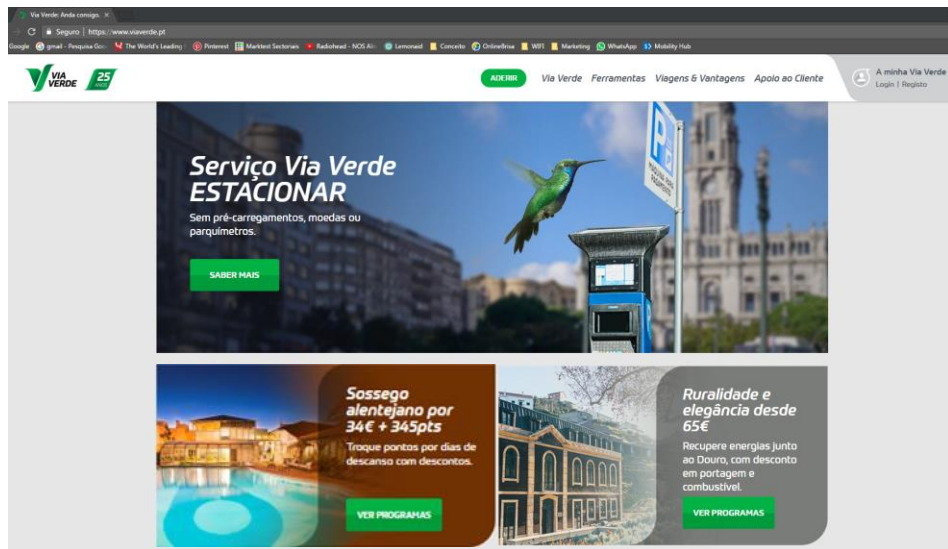
The diagram shows the transition from 'TODAY' to 'TOMORROW'. 'TODAY' includes icons for toll, parking (P), fuel, and a car. 'TOMORROW' includes icons for car, bus, train, tram, bicycle, car-sharing (BrisaCar), scooter, and other modes. A plus sign indicates the addition of these new modes to the existing system.

**WHERE DO WE STAND?**

# Digital Ecosystem

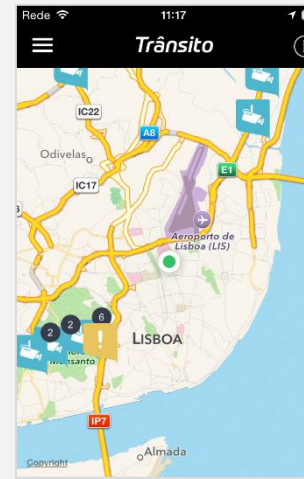
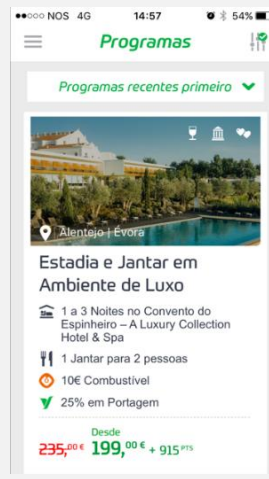
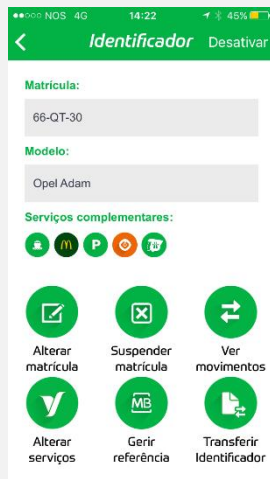
Direct channel to each client and  
ability to collect data

## Website Simplicity and useful content



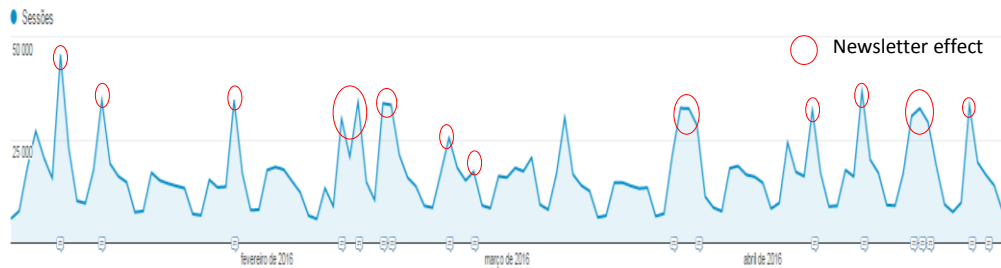
Top Performance Website (32 million page views)

## Via Verde App Mobile first



Top national App (370k downloads, 25% regular users)

## Email marketing Very effective interaction



14 million emails sent (31% click rate, 0,05% unsubscribe)

# WI-FI Network

## A new engagement channel



400k users (90 access points, mainly on service areas)



# Social Media

Enhance relation: engagement, customer service & sales

## Youtube

Emotional engagement

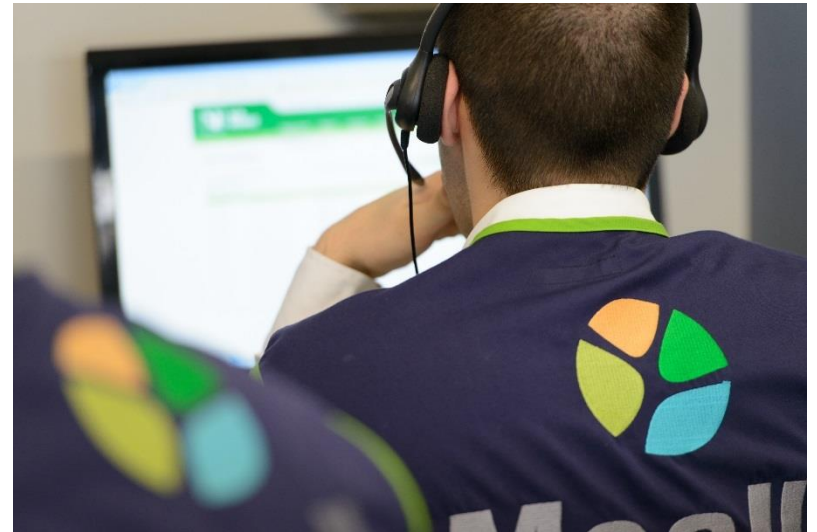


*Public Relations – Practices & Specialisms*  
*Business Citizenship/Corporate Responsibility*  
2016  
**Silver Lion**

# 1 viral video in PT (1M views)

# Facebook

## The future customer service engagement channel



122 k followers (99% response, avg. within 17 min)

# Loyalty Program

## Viagens e Vantagens (V&V)

### Main goals



- Increase Via Verde client base & retention (+ automation)
- Induce traffic & mobility (+ business)
- Reduce the negative perception of toll charging (- risk)
- Improve image (+ reputation)

## Engagement, reputation & data

## V&V Online travel agency Promote leisure travels (on motorways)



ADIRIR
Via Verde
Ferramentas
Viagens & Vantagens
Apoio ao Cliente

A minha Via Verde  
Login | Registo

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Porto e Norte | Vila Nova de Gaia

### Noite com Jantar Sobre o Douro

- 1 a 5 Noites no Hotel Black Tulip
- 1 Jantar para 2 pessoas
- 25% em Portagem 4€ Combustível

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Desde

99,00 € **78,00 €** + 600 PTS

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Alentejo | Évora

### Fim de Semana no Coração do Alentejo

- 1 a 5 Noites no no Évora Hotel
- Jantar para 2 no Restaurante Sol Poente - Évora Hotel
- 25% em Portagem 6€ Combustível

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Desde

97,00 € **88,00 €** + 450 PTS

**Bundle: Hotel or Activity + Tolls + Gasoline with discount**

## V&V auto-related exclusive discounts

Act on price, give back value



**VIA VERDE**  
Anda consigo. 707 500 900. **Atualize** 2020

Serviços Ferramentas VV Pontos Apoio ao Cliente

Os nossos **Parceiros** Descubra as nossas ofertas  
A Via Verde Pontos, oferece-lhe descontos em produtos e serviços relacionados com o seu automóvel.

<p><b>Áreas de Serviço: até 15% de desconto na restauração</b> Nas Áreas de Serviço Eurest em contra uma vasta oferta alimentar, desde refeições ligadas à gastronomia típica portuguesa e aos produtos regionais.</p>	<p><b>Seguro: 65% de desconto em coberturas de Danos Próprios</b> Faça o Seguro Auto da LOGO através do site da Via Verde e beneficia de condições especiais e coberturas exclusivas para membros Via Verde Pontos.</p>
<p><b>Aluguer de Viaturas: até 15% de desconto</b> Não importa onde se encontra ou para onde quer ir. Com a Europcar pode explorar um serviço à escala global e desfrutar da sua mobilidade.</p>	<p><b>Pneus: até 25% de desconto</b> A MIDAS oferece-lhe os melhores preços competitivos do mercado em pneus. Vá a uma das 80 lojas existentes em Portugal e obtenha um serviço de qualidade e transparência.</p>

### Partners

Partners:

- Areas
- galp energia
- Eurest
- LOGO
- Controlauto
- MIDAS
- Norauto
- GLASSDRIVE
- Europcar

Promoting engagement & deliver customer extra benefits

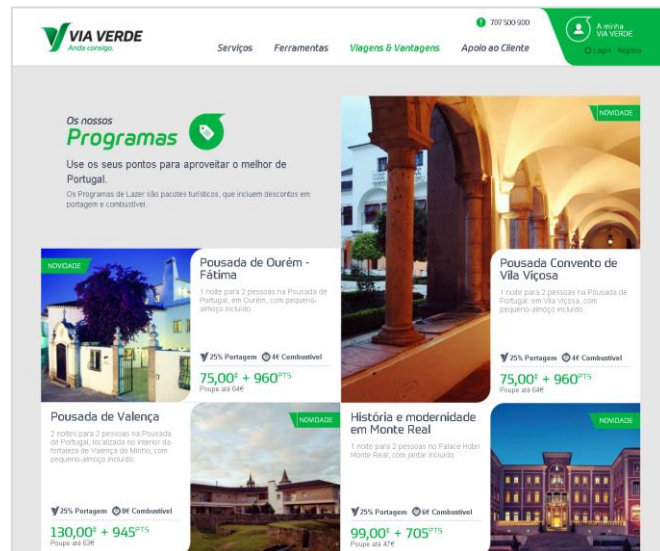
# Viagens e Vantagens (V&V)

## Big numbers



### Travelling & online discounts

- 500k registered clients
- More than 3 million interactions (newsletters/social)
- More than 3 million content views (website)
- Customer satisfaction (93% CSI)



The screenshot shows the VIA VERDE website interface. At the top, there's a navigation bar with the logo and menu items: 'Serviços', 'Ferramentas', 'Viagens & Vantagens', and 'Ajuda ao Cliente'. A user profile icon is visible on the right. The main content area features a section titled 'Os nossos Programas' with a sub-header 'Use os seus pontos para aproveitar o melhor de Portugal.' Below this, there are several promotional cards for different hotels, each with a 'NOVIDADE' tag. Each card includes a description of the offer, the number of nights and people, and the price with a discount. For example, 'Pousada de Ourém - Fátima' offers 1 night for 2 people for 75,00€ + 960€PTTS, with a 25% discount and 4€ Combustível. Other cards include 'Pousada Convento de Vila Viçosa', 'Pousada de Valença', 'História e modernidade em Monte Real', and 'Pousada de Vila Viçosa'.

Promoting engagement & deliver customer extra benefits



# Via Verde Mobility

Expand ETC to all mobility payments

# ETC to all mobility payments

## Street parking



## Public transports (Train)



First operations already lauched

# Video Communication

Digital & classic media, based on commercial offers (products & services)

## Via Verde LEVE (“LIGHT”) occasional OBU



## Summer Music Festivals (V&V ticket bundle)



## Via Verde Street Parking Payments



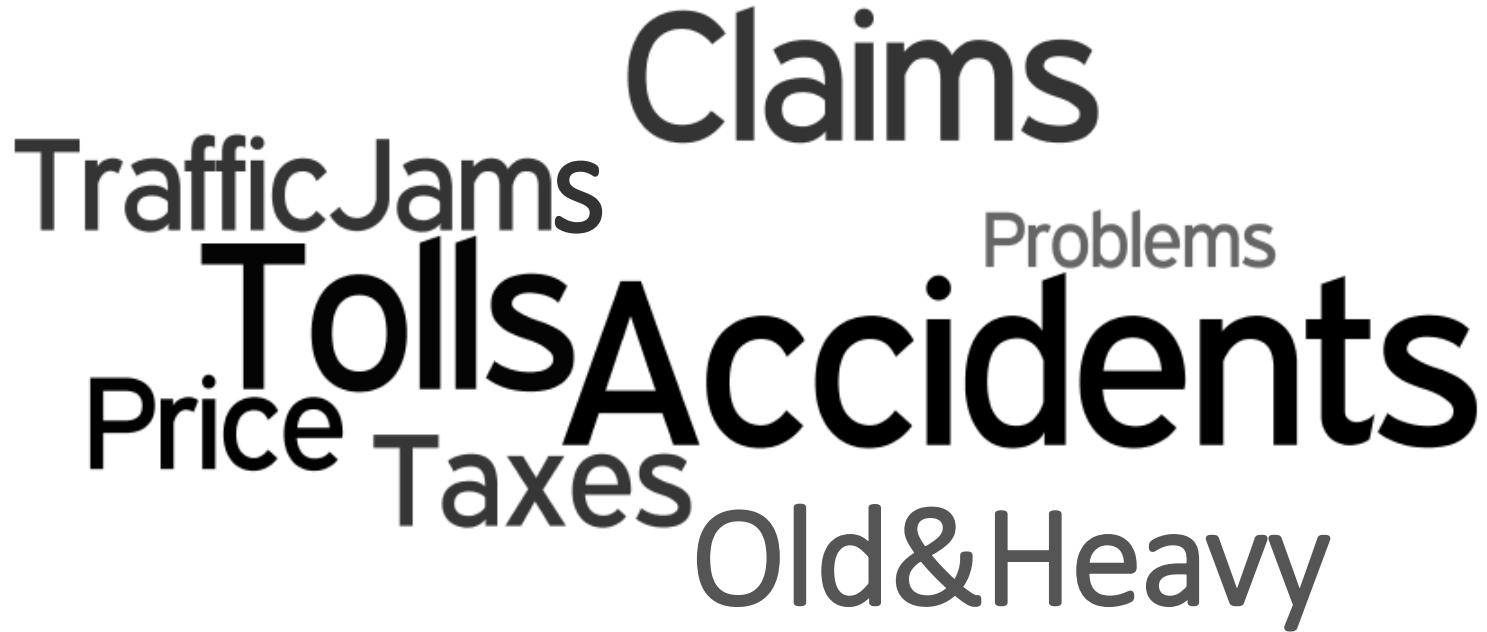
**OUR GREATEST ACHIEVMENT ?**

A new territory  
of engagement  
**Mobility**





Past content...



## Today's new content

SharedServices  
**Leisure** Customers **Travelling**  
GoodExperience  
**Mobility**  
Discounts  
Young&Beautiful

**WHAT'S NEXT?**

## Big Data - advanced analytics

From transactions to behaviors



- **Fraud management** & revenue assurance
- **Maintenance** predicting planning (OPEX / CAPEX)



- **Price optimization** for fleets (promotions & discounts)
- **Monetization** of existing customer information

Make data useful

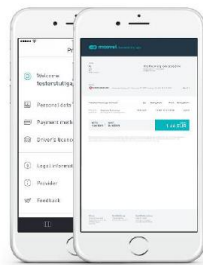
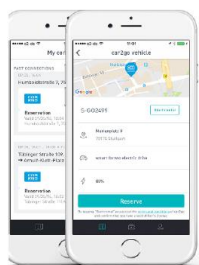
## Mobility facilitators

### Mobility Planner

Planning

Reservation

Payment



### Connected Cars



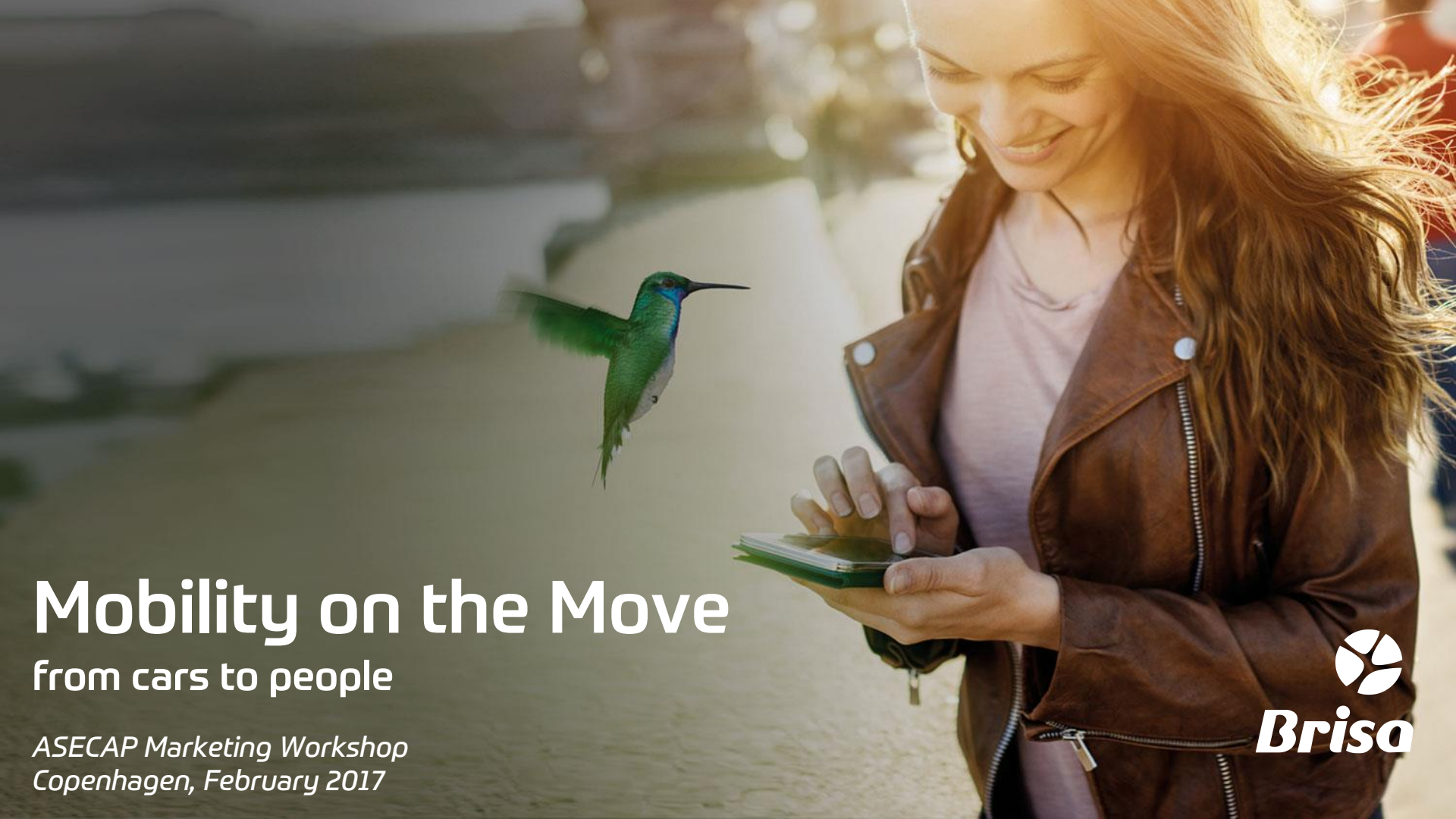
## Future horizontal app & new data

## Mobility shared economy

### New operations & ventures



**SEE YOU NEXT YEAR! 😊**



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