Mobility on the Move
from cars to people

ASECAP Marketing Workshop
Copenhagen, February 2017
PORTUGAL...
West Coast of Europe

Small country
< 100 000 km²
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
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)

BRISA NEW VISION

Mobility Concept
Customer Centric & Ecosystem

CONNECTIVITY
AFFORDABILITY
INTERMODAL INTEGRATION
SMARTCITIES
LOW CARBON

DYNAMIC TRAFFIC MANAGEMENT

DO THE RIGHT MIX
LAST YEAR’S TAKEAWAYS

Brisa’s New Vision

From infrastructure to mobility

From cars to people

New approach
From infrastructure to mobility

From cars to people
LAST YEAR’S TAKEAWAYS

New Vision in action

New focus on clients

- Customers are our best asset
  - Knowing them and improve relation are key, meaning new focus
  - **CUSTOMER EXPERIENCE**: self care
  - **CUSTOMER INTERACTION**: digital ecosystem
  - **SHARE OF WALLET**: new offer & crosssell
  - **REPUTATION**: emotional relationship

New marketing platform

- Single Customer
  - Convergence and offer integration
  - **SINGLE B2C BRAND**
  - **DATA BASE**
  - **LOYALTY PROGRAM**
  - **DIGITAL ECOSYSTEM**

- Via Verde Contact – Customer Service Unit

- SM Clients (Cars + Families)
  - BCR
  - other Conc.
  - VVP
  - CTA
LAST YEAR’S TAKEAWAYS

New Vision in action

Market single B2C brand

Launch new mobility payments

NEW BRAND POSITIONING

Via Verde Ecosystem
Beyond tolls & Payments

MOBILITY ERA

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

TOMORROW

Public Transportation
New mobility modes

| 10 |
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)
DIGITAL ECOSYSTEM

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
SOCIAL MEDIA

Youtube

Emotional engagement

# 1 viral video in PT (1M views)
SOCIAL MEDIA

Facebook

The future customer service engagement channel

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

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

Bundle: Hotel or Activity + Tolls + Gasoline with discount
LOYALTY PROGRAM

V&V auto-related exclusive discounts
Act on price, give back value

Partners

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)

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 launched
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 ACHIEVEMENT?
A new territory of engagement

Mobility
Past content...
Today’s new content
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
WHAT’S NEXT?

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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