

# Trailways March 27, 2017

## Part II

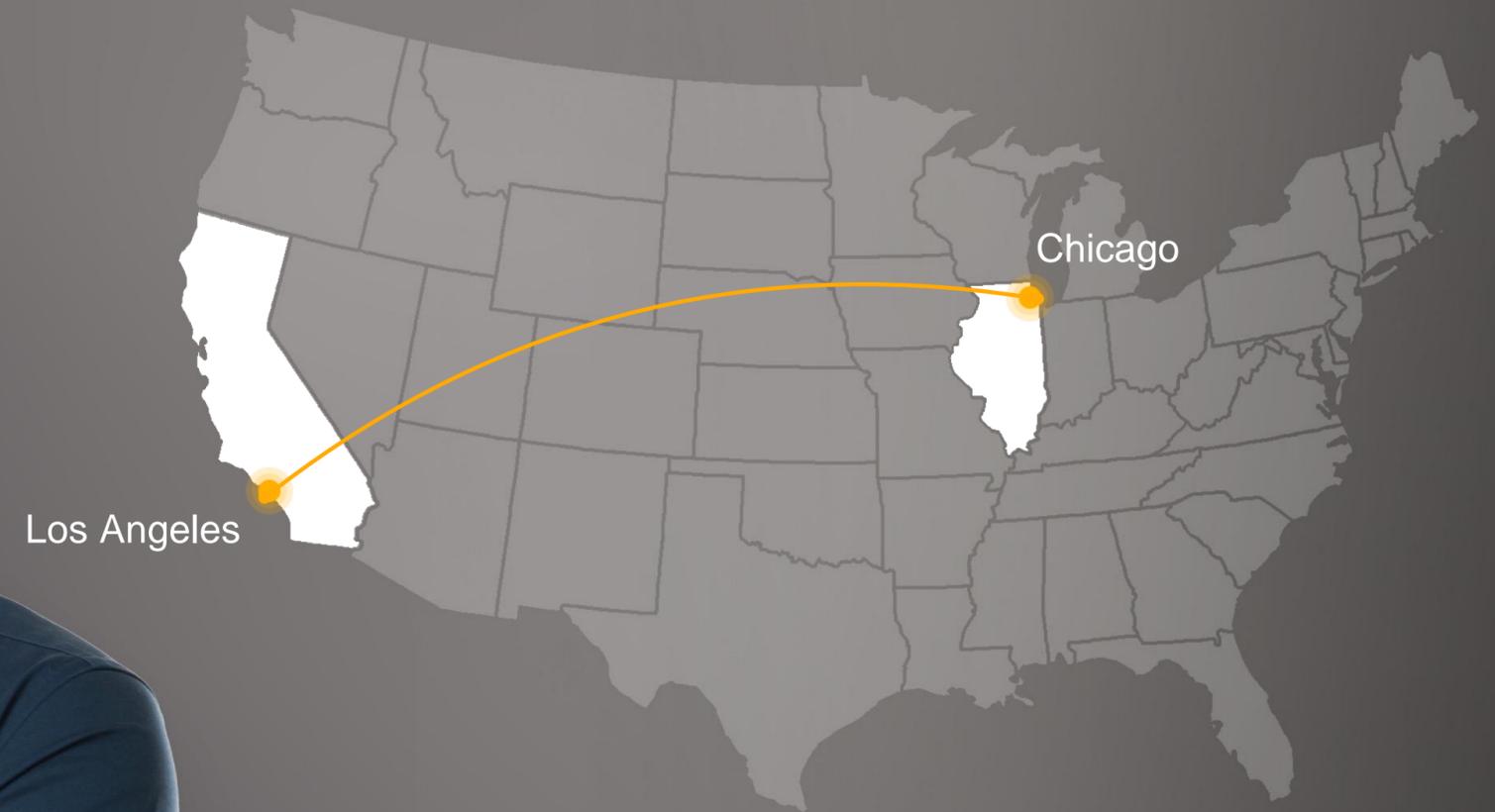
So, let's look at a potential customer scenario where branding is important.

## This is John

He's an executive at large IT company in downtown Los Angeles.

He has clients in Chicago.

John is traveling there on business.





When John arrives at his hotel in Chicago he notices a modern Trailways bus parked outside.



Tommy, the driver of the bus, is smiling and chatting as he helps offload luggage for a large group of business travelers.

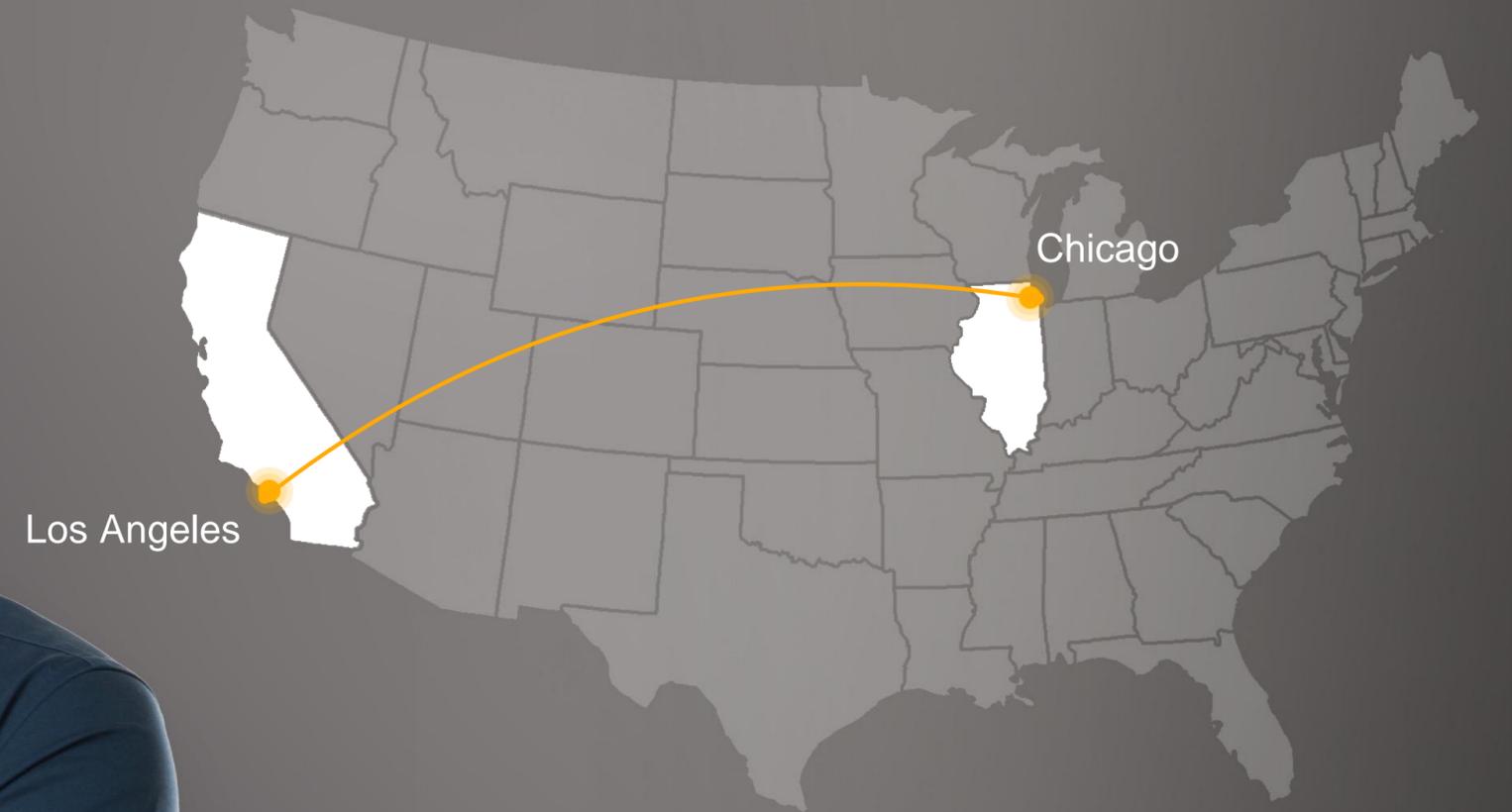


Later at the hotel restaurant he strikes up a conversation with one of the travelers and learns they are in town for a conference.

From this experience John had a positive introduction to the Trailways brand.

He also learned that their charter service travels all across the United States.

John finishes his business and returns home to Los Angeles.





John is also the coach of his daughters traveling soccer team and he needs to coordinate travel for their championship game.



Several months later on the way to work he sees a Trailways bus with the same brand on the road.



He decides to look them up as he is waiting in line at the local coffee shop and he proceeds to fill out their online form



Later that afternoon John receives an email from Trailways saying that they have found a Trailways company that can assist him.



Tammy runs the company that services his area and has already taken steps to get him an estimate for his trip.



John books the trip through Tammy and he can now rest knowing the travel arrangements have been taken care of.

Amazingly simple!

It is the type of experience that John has become accustomed to in the digital age in which he lives.

These are the type of positive experiences that build customer satisfaction and trust in a brand. It was a combined effort by Tommy and Tammy that made it happen.



Tommy who runs the Trailways Charter service in Chicago acted as a brand ambassador for Trailways ensuring that the brand was represented in the best possible light.



Tammy who runs the Trailways Charter service in Los Angeles benefited from Tommy's actions and was able to close a lead because of a quick response and the positive brand experience.

Everyone benefits if each charter member acts as  
a brand ambassador for Trailways.  
It is this combined effort that makes Trailways  
a strong, trusted brand.

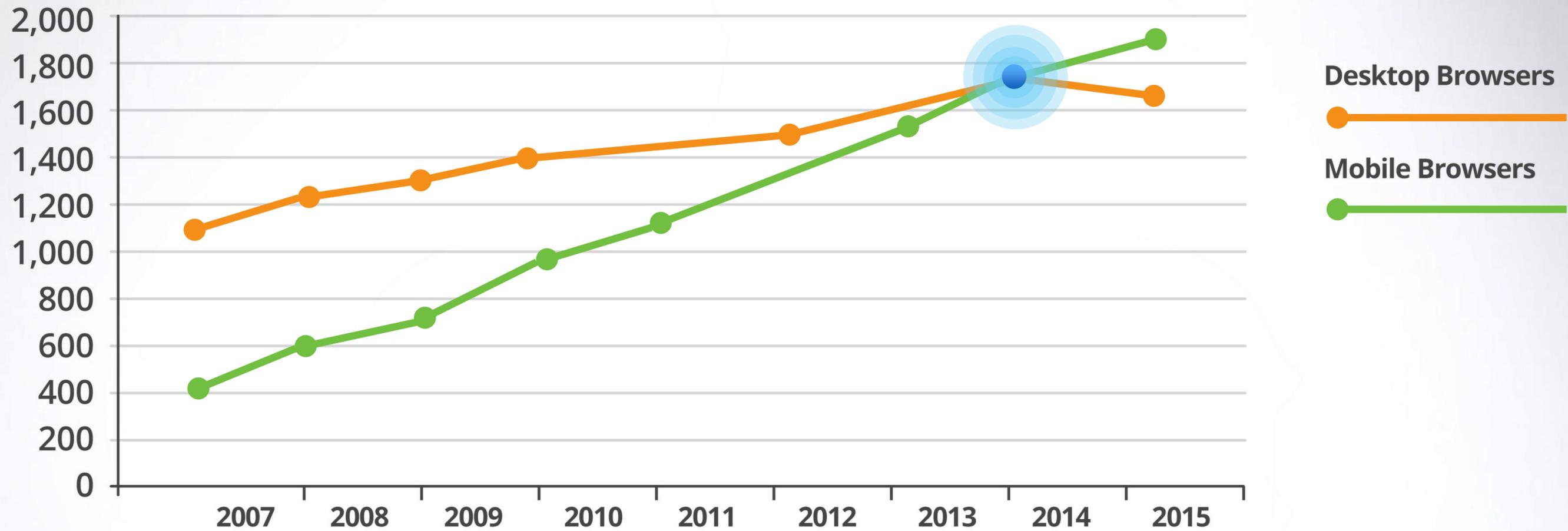
Trailways has been working hard  
to make the type of scenario you just  
saw a reality.

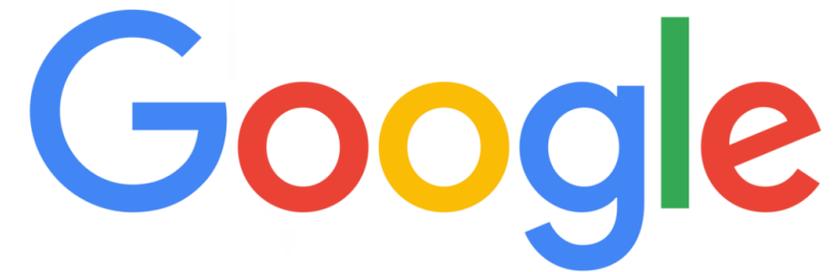
Streamlining the Trailways  
digital experience to build  
a stronger brand.

Having the proper digital experience is absolutely critical in today's mobile world, not only from a customer standpoint but from a search engine standpoint as well.



Number of Global Users in Millions





In 2015, Google announced that they would give preference to mobile responsive sites in keyword searches on mobile devices.

In order to ensure a positive brand experience we have designed a system that is centered around rapid response to a customers needs. The steps are quite simple.

1

2

3

4

[Purchase Tickets](#) **[Charter a Bus](#)** [Tours](#) powered by Trailways booking engine

Round Trip  One Way Wheelchair  No  Yes Stops  Yes

From  To  Travelers

Departure Date  Departure Time  Return Date  Return Time

First Name  Last Name  Email  Phone Number

May we email you information?  Require local use of driver and bus at the destination? [Request a Quote →](#)

## Most Popular Tours & Destinations





## Customer Fills Out a Form

They do this by going to [Trailways.com](https://www.trailways.com) that can be easily accessed from any desktop or mobile browser and filling in the appropriate information:

- Name and Contact Information
- Start Date / Return Date
- Destination
- Duration of Trip
- Number of Travelers

**Trailways** Toll Free: 877-467-3346

Plan a Trip | Explore Destinations | Company Directory | Discover Trailways | The Newsroom | Get Help

Purchase Tickets | **Charter a Bus** | Tours

Round Trip | One Way | Wheelchair: No | Stops: Yes

From: [Enter State, Address or Zip Code] To: [Enter State, Address or Zip Code] Travelers: 1 People

Departure Date: [Enter Date] Departure Time: [Enter Time] Return Date: [Enter Date] Return Time: [Enter Time]

First Name: [ ] Last Name: [ ] Email: [ ] Phone Number: [ ]

May we email you information?  Require local use of driver and bus at the destination? [Request a Quote](#)

Most Popular Tours & Destinations

Visit Chicago

School Trips

Winery Tour

Maryland Casinos

Discover a more comfortable way to travel.

Adjustable Reclining Seats

Onboard Restrooms

Climate Controlled Cabin

Available Onboard WiFi Connections

Onboard Reading Lights

Courteous, Friendly Drivers

**Trailways** Charter Bus Network Logout

Tim Smith  
Account Manager

Dashboard

500 Trips | 327 Accepted | 173 Rejected | 134 Expired

All | Pending | Accepted | Rejected

Destination	Dates	Expire in		
Washington D.C. → Nashville, TN.	Jun/22 - Jul/5	1 hr.	Decline	Accept
Maryland → New York	Jul/12			Expired
Delaware → Washington D.C.	Jul/16 - Jul/26	5 min.	Decline	Accept
Florida → Atlanta	Jul/18 - Jul, 22			Declined
Alabama → Florida	Jul/20 - Jul/25			Expired
North Carolina → Maryland Casinos	Jul/22 - Jul/21			Declined
Huston → Las Vegas	Jul/27			Expired
Virginia → Delaware	Jul/22 - Jul/21			View Details
Washington D.C. → Virginia Beach	Jul/22 - Jul/21			View Details
North Carolina → Washington D.C.	Jul/22 - Jul/21			View Details
Virginia → Nashville, TN.	Jun/22 - Jul/5	25 min.	Decline	Accept

1 2 3 4 5 6 7 8 9 ...

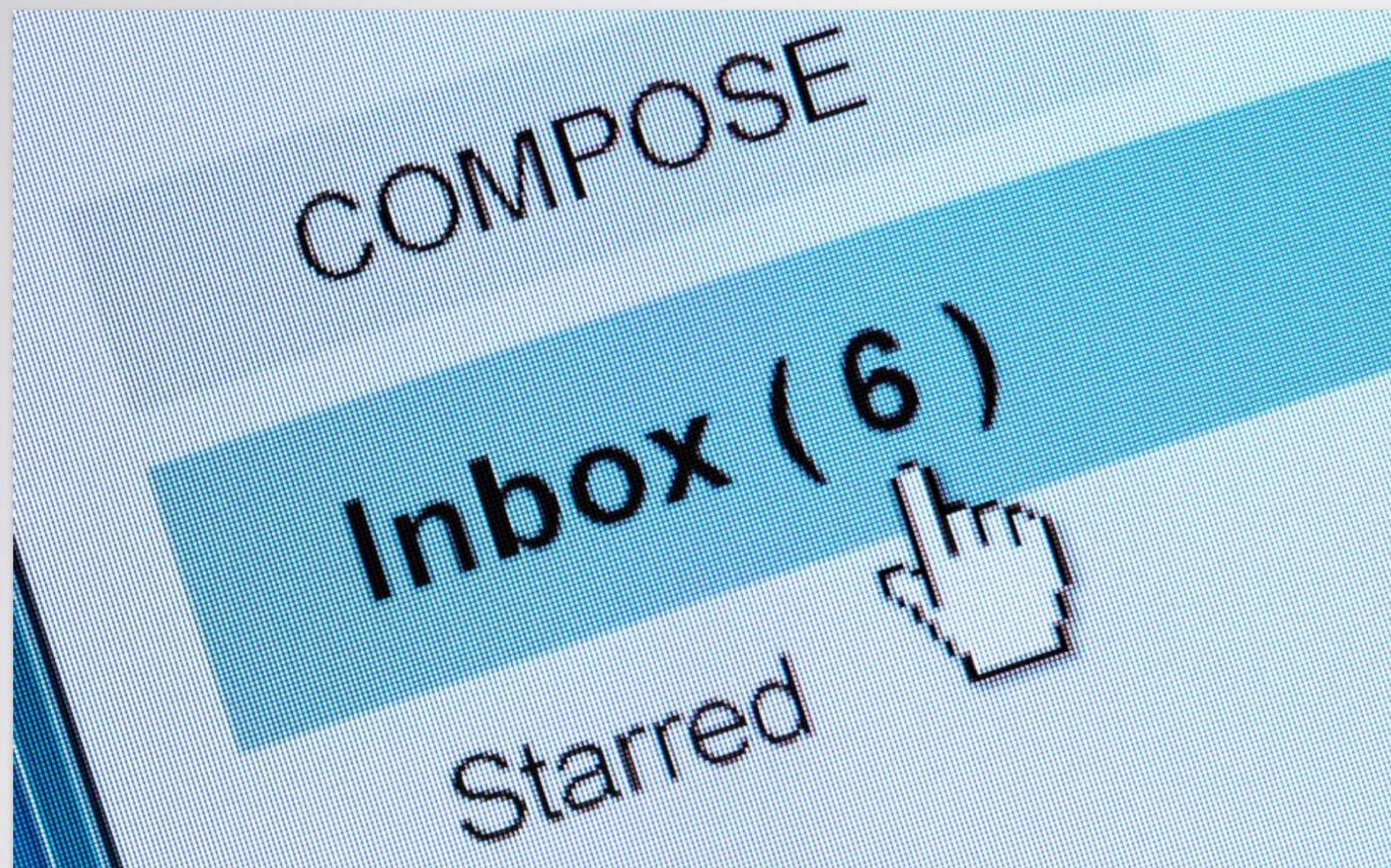
Powered By Trailways booking engine

2

## Automated Email Response

The customer receives a well branded automated response from Trailways letting them know that action is being taken.

They are told that their request is being routed to the nearest Trailways bus company in the system and that they can expect a response within the next 24 hours.



Action is critical for retaining customers. We want to ensure that it appears action is always being taken on new leads.

3

## Bus Company Notification

The Trailways bus company that is the best fit for the job based on location is notified via an automated email.

They are provided the basic information about the new lead that is in the system such as:

- Start Date / Return Date
- Destination
- Duration of Trip
- Number of Travelers

**Trailways**  
Charter Bus Network

Tim Smith  
Account Manager

Dashboard

500 Trips | 327 Accepted | 173 Rejected | 134 Expired

All Pending Accepted Rejected

Destination		Dates	Expire in		
Washington D.C.	→	Nashville, TN.	Jun/22 - Jul/5	1 hr.	Decline Accept
Maryland	→	New York	Jul/12		Expired
Delaware	→	Washington D.C.	Jul/16 - Jul/26	5 min.	Decline Accept
Florida	→	Atlanta	Jul/18 - Jul, 22		Declined
Alabama	→	Florida	Jul/20 - Jul/25		Expired
North Carolina	→	Maryland Casinos	Jul/22 - Jul/21		Declined
Huston	→	Las Vegas	Jul/27		Expired
Virginia	→	Delaware	Jul/22 - Jul/21		View Details
Washington D.C.	→	Virginia Beach	Jul/22 - Jul/21		View Details
North Carolina	→	Washington D.C.	Jul/22 - Jul/21		View Details
Virginia	→	Nashville, TN.	Jun/22 - Jul/5	25 min.	Decline Accept

◀ 1 2 3 4 5 6 7 8 9 ... ▶

Powered By Trailways booking engine

The dashboard gives every Trailways charter bus company member a birds eye view of their leads.

# 4

## Accept or Pass the Lead

If the Trailways bus company decides to Accept the lead they are presented contact information for the lead.

If they determine that they need to Pass on the opportunity the lead goes to the next nearest company within the system, ensuring the customer is taken care of and has a positive brand experience.

**Trailways**  
Charter Bus Network

  
Tim Smith  
Account Manager

- Dashboard
- Company Profile
- Trips & Destinations
- Settings

< Delaware → Washington D.C.

**Trip Information**

Dates	Departure Time	Trip Type
July, 16 - Jul, 26	6:00 a.m.	Round Trip

**Travelers and Special Request**

People	Wheelchair
26	No

**Contact Information**

Contact Name
Kelly Thomas

Email	Phone
kelly_b26@hotmail.com	(571) 345-7689

**Enter Details**

Type details about the trip...

[Back to Dashboard](#) [Save Details](#)

Powered By **Trailways** booking engine

When the opportunity is Accepted, you get more details about the lead as well as the contact information for that lead.

The screenshot shows the Trailways Charter Bus Network dashboard for user Tim Smith, Account Manager. The dashboard displays a summary of 500 trips, with 327 accepted, 173 rejected, and 134 expired. A table lists various destinations including Washington D.C., Maryland, Delaware, Florida, Alabama, North Carolina, Huston, Virginia, and Washington D.C. A modal dialog is open, asking 'Are you shure you want to decline this event?' and providing three reasons: 'Conflicts with a confirmed trip', 'Weather-related rejection', and 'Other'. The dialog includes 'Yes, Decline Event' and 'Cancel' buttons. The background table shows columns for Destination, Dates, and Expire in, with actions like 'Decline', 'Accept', and 'View Details'.

Destination	Dates	Expire in	Action
Washington D.C.			Decline Accept
Maryland			Expired
Delaware			Decline Accept
Florida			Declined
Alabama			Expired
North Carolina			Declined
Huston			Expired
Virginia			View Details
Washington D.C.			View Details
North Carolina			View Details
Virginia			Decline Accept

If you choose to Pass on the opportunity, the lead goes back into the system and is re-routed to the next nearest Trailways charter bus company.

The system does much more than just show new leads. Each bus company gets a page on the public site that allows them to highlight their company in a branded look.

Toll Free: 877-467-3346
Trailways

[Plan a Trip](#) | [Explore Destinations](#) | [Company Directory](#) | [Discover Trailways](#) | [The Newsroom](#) | [Get Help](#)



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**Contact**

Mercette California 300 Grogan Ave.  
Mercette, CA 95341.

800-VIA-LINE (842-5463)  
209-384-1315

info@viabus.travel  
www.viabus.travel

Contact Us

Request a Quote →

**Bus**



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**Shuttle**



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**Minivan**



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Trailways
Charter Bus Network



Tim Smith  
Account Manager

- Dashboard
- Company Profile
- Trips & Destinations
- Settings

### Company Profile

Address\*

City\*  State\*  Zip\*

Phone #1\*  Phone #2  Phone #3

Email  Website

Description\*

Select a Banner Image ▲

Evening City

Coastal sunset

Rural

Upload Company Image

via\_trailways\_bus.jpg

Upload Company Logo

via\_trailways\_logo.jpg

Bus



Shuttle



Minivan



Save

Powered By booking engine



# Your Marketing Marketplace

Welcome to Trailways Marketing, your one-stop shop for beautiful ads, brochures, emails and more.

Promote your bus service. Boost your bottom line.

[SHOP NOW](#)

[LEARN MORE](#)



The screenshot shows the Trailways Marketing website interface. At the top, there is a navigation bar with links for 'Shop', 'My Account', 'Cart', and 'Checkout'. Below this is the Trailways logo and a secondary navigation bar with 'Home', 'Shop', 'About', and 'Contact'. The main content area features a grid of marketing products. On the right side of the grid, there is a 'PRICE' filter section with a slider set from \$0 to \$1000 and a 'Filter' button. The products listed are:

- Business Cards**: \$55.00-\$105.00. Image shows two business cards, one red and one white, with the Trailways logo and contact information.
- Custom Designed Website**: Image shows a desktop monitor, a laptop, and a smartphone displaying the Trailways website.
- One Page Landing Website**: Image shows a desktop monitor displaying a one-page landing website for Trailways.
- Presentation**: Free!. Image shows a desktop monitor displaying a presentation slide with the Trailways logo and a photo of a bus interior.
- Trailways Ad**: \$100.00-\$1,000.00. Image shows a rolled-up advertisement with the Trailways logo and a photo of a bus interior.
- Trailways Brochure**: Image shows a brochure with the Trailways logo, a photo of a bus interior, and the text 'YOUR LOGO'.

Download the presentation template on the Trailways Marketing site





The screenshot shows the Trailways Charter Bus Network marketing site. At the top, there is a navigation bar with links for Shop, My Account, Cart, and Checkout. Below this is a secondary navigation bar with Home, Shop, About, and Contact. The main content area features a grid of six product listings, each with a thumbnail image, a title, and a price range. The products are: Business Cards (\$55.00-\$105.00), Custom Designed Website, One Page Landing Website, Presentation (Free!), Trailways Ad (\$100.00-\$1,000.00), and Trailways Brochure. A price filter is visible on the right side of the grid, set to \$0-\$1000.

Trailways  
Charter Bus Network

Shop | My Account | Cart | Checkout

Home Shop About Contact

Sort by Default Order | Display 15 Products per page

PRICE  
Filter Price: \$0 — \$1000

Business Cards  
\$55.00-\$105.00

Custom Designed Website

One Page Landing Website

Presentation  
Free!

Trailways Ad  
\$100.00-\$1,000.00

Trailways Brochure

Order branded business cards on the Trailways Marketing site.

A circular inset showing a close-up of Trailways branded business cards. The cards are white with a red and white logo on the front and back. The front of the card displays the Trailways logo, the company name, and contact information. The back of the card displays the company name and contact information.

Business Cards  
\$55.00-\$105.00

Questions?