

Enhancing Dallas Area Rapid Transit System (DART)

Services with “Scanova QR Code Generator”

THE CHALLENGE

How to continue hypergrowth while simultaneously eliminating inefficiencies and redundancies within the sales team.

THE OUTCOME

The customer insights provided by Scanova has led to more closed deals, increased sales productivity and predictability, and more cross-department collaboration.

The Dallas Area Rapid Transit System (DART) plays a pivotal role in the transportation ecosystem of the Dallas-Fort Worth metroplex. With millions of commuters relying on DART's services daily, optimizing efficiency, accessibility, and safety has always been a top priority. In pursuit of these goals, DART partnered with Scanova, a leading provider of QR Code generation solutions. This comprehensive case study delves into how DART strategically employed Scanova's QR Code Generator to revamp its services, resulting in a seamless and passenger-centric transit experience.

-  **Dallas Area Rapid Transit**
-  **Headquarters: Dallas, Texas**
-  **Website: www.dart.org**
-  **Company Size: 10,001+**
-  **Industry: Transportation**

CHALLENGES

DART faced several challenges before embracing Scanova's QR Code Generator:

1. Customer complaints :

Passengers frequently voiced concerns about the lack of information, specifically regarding their bus arrival timings.

2. Information accessibility :

Many passengers often struggled to access real-time transit information, causing confusion, missed connections, and dissatisfaction.

3. Inadequate technology :

Even though passengers could access the information



related to their buses through text-message services, it wasn't accurate.
It didn't give out the real-time information that was needed.



3. Shift in customer preference :

Earlier DART team wasn't leaning too much into technology, but more and more people started using smartphones. This brought up the need for an efficient tech system to share bus information and more.

SOLVING THE PROBLEM WITH QR CODES

DART's partnership with Scanova introduced innovative solutions that addressed these challenges :

1. Empowering passengers with real-time information :

QR Codes were strategically placed at bus stops, train stations, and transit maps.

Passengers could effortlessly scan these QR Codes with their smartphones to gain instant access to real-time schedules, route information, and vital updates.

This approach empowered passengers with accurate information, thereby minimizing confusion and enhancing the reliability of DART's services.



2. Promoting safety through QR Codes :

To ensure the well-being of passengers, QR Codes were deployed on vehicles and station entrances. These QR Codes served as portals to safety guidelines, COVID-19 updates, and other crucial information.

Passengers were thus equipped with essential knowledge and reassurance during their transit journeys.

IMPLEMENTATION OF THE NEW TECHNOLOGY

The adoption of Scanova's QR Code Generator was meticulously executed across various phases :

1. Seamless integration :

DART collaborated closely with Scanova to seamlessly embed QR Codes across its expansive transit network, encompassing buses, trains, stations, etc.

2. Educating passengers :

DART promoted this new initiative with campaigns to educate passengers about the innovative QR Code-based services. These initiatives highlighted the convenience, speed, and safety facets of the new system, fostering a positive reception.



3. Improving the mobile app experience :

To maximize the benefits of QR Code integration, DART upgraded its mobile application “Go-Pass” to include intuitive QR code scanning functionality. This elevated the user experience, allowing passengers to effortlessly engage with the new features.

RESULTS

The synergistic implementation of Scanova's QR Code Generator yielded remarkable outcomes for DART and its passengers:

1. Better passenger experience :

Passengers happily embraced the convenience of QR codes for accessing real-time information and updates.

This alleviated confusion, minimized disruptions, and elevated overall satisfaction levels.

They got half a million QR Code scans in just a year!



2. A Seamless experience for the riders :

DART has now created a safer, more reliable, and seamless experience. It is greatly appreciated and valued by the riders.

3. Informed decision-making :

QR Codes provided DART with valuable data to draw insights about their riders. This fostered informed decision-making for future enhancements and optimizations. They also now have a central dashboard to manage all the QR Codes.

4. Reduction in customer calls :

Before using Scanova's QR Code Generator, DART received 85% of customer service calls, which were related to trip planning. Riders wanted to know the whereabouts of their bus, and its time of arrival.

After implementing the QR Codes, the calls to the customer service team have considerably reduced.



FUTURE

If you thought DART only used Scanova's QR Codes for the rider's transit purposes, think again! Their marketing team and other internal teams have also adapted to Scanova's QR Codes for various purposes.



DART is also planning to do lots of experiences and events using Scanova's QR Codes. Their plans include scavenger hunts, integrated into their Go-Pass app, and much more. The future for sure looks bright!

CONCLUSION

DART's strategic integration of Scanova's QR Code Generator showcases a commendable dedication to modernizing and enhancing its transit services. By leveraging QR Codes, DART exemplified its commitment to passenger satisfaction, efficiency, and safety.

This partnership demonstrates how advanced technology in transportation can enhance travel for passengers, benefiting the growth of the Dallas-Fort Worth metroplex.

