



Accelerating Video Toll Operations ... An MDX Case Study



THE CHALLENGE

In December 2012, the Miami-Dade Expressway Authority (MDX) was faced with a challenge to replace their existing video tolling back-office contract with a new vendor. In order to mitigate the possibility of toll leakage and to prevent risk to its credit rating, a replacement vendor that would be able to quickly implement a new and robust back-office system was sought under an emergency procurement process.

MDX selected ETAN Industries to implement a complete toll-by-plate billing and account management solution. MDX stipulated that the paramount objective of the new system was to build financial accountability into the billing and payment processes. A strong focus on customer service was imperative, and timeliness of delivery was critical as well.

THE SOLUTION

ETAN's answered the MDX challenge with FASTLane—the Financial Accountability Solution for Tolling. FASTLane was designed to manage the entire lifecycle of a video toll customer from the moment the vehicle crosses the gantry to the point at which payments are reconciled within the toll authority's General Ledger. With FASTLane, all components operate on a unified platform that allows for consistent visibility, the streamlining of workflow across the system, and a focus on financial accountability from every angle. It includes:



Transaction Processing & Billing

FASTLane provided timely and accurate account creation and billing mechanisms, and a transaction engine capable of high-volume processing to accommodate MDX's invoicing backlog. The system added flexibility to billing practices with configurable business rules and generated automatic audit trails for reconciliation with roadside and mail-house vendors.



Account Management

This module was designed to focus on improving the customer experience. It offers a variety of self-service options accessible through the consumer website, and gives the customer service and back office teams the ability to review toll transaction and DMV information, update customer information, perform fee adjustments and authorize toll rate corrections.



Customer Relationship Management

To satisfy MDX's demand for an outstanding customer service experience, FASTLane launched with a fully staffed and trained contact center team, a service-focused consumer website, and a library of carefully crafted consumer communications that range from invoicing to registration hold removal instructions. All CRM functions are supported by a back-office administration team, which adds an additional layer of customer service assurance.



Accounting & Reconciliation

The financial component of FASTLane was architected under the scrutiny of accounting professionals to ensure complete financial accountability. The result is a GAAP-compliant system that accumulates and processes financial transactions and delivers relevant, reliable and timely accounting information.



Collections

ETAN has leveraged a 40-year history in revenue recovery to develop a dynamic, tolling-specific, collections program. Because of tolling's unique relationship with the customer, travelers often continue to accrue charges, even as some portion of their balance goes unpaid. This requires the billing and revenue recovery processes to operate in parallel. ETAN provides expertise in both areas, as well as an understanding of the regulatory segregation required to operate these processes simultaneously. The result is a unique continuity that fosters operational efficiency and an outstanding customer experience.

THE RESULTS

ETAN Industries came in ahead of schedule with FASTLane. "They were able to go from zero to 120 MPH almost instantaneously. This project went from NTP (Notice to Proceed) to the first billing mailed in 221 calendar days," said Stephan Andriuk, Deputy Executive Director and Director of Toll Operations for Miami-Dade Expressway Authority.

"FASTLane has exceeded our expectations," said Andriuk. "It has improved the video tolling customer experience, and provided accuracy, transparency and accountability to our billing."

In fact, the system has balanced to the penny every month. In July of 2015, ETAN Industries was recognized with the IBTTA Toll Excellence Award for Private Sector Innovation for FASTLane and its implementation at MDX.

