



**Improving Online Customer Service
through Digital Communication Tools**

Electronic Communications

- Moved digital communications to GovDelivery in July 2018
- Customers subscribe for email and/or text notifications by topic and category
- We currently have 1,700 subscribers

Examples of Content

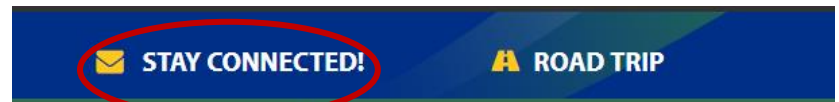
- Rider Alerts – can be route specific
- Rider News – sent monthly
- Employment announcements
- News releases
- More...

Ways to Subscribe

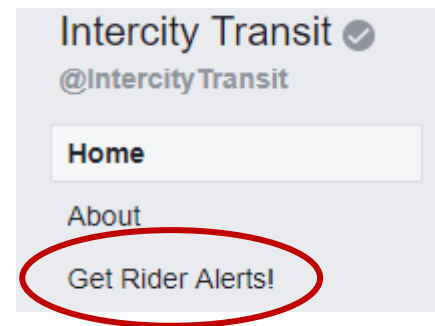
- Web overlay on all pages
- Link to sign up on all pages



- intercitytransit.com/subscribe



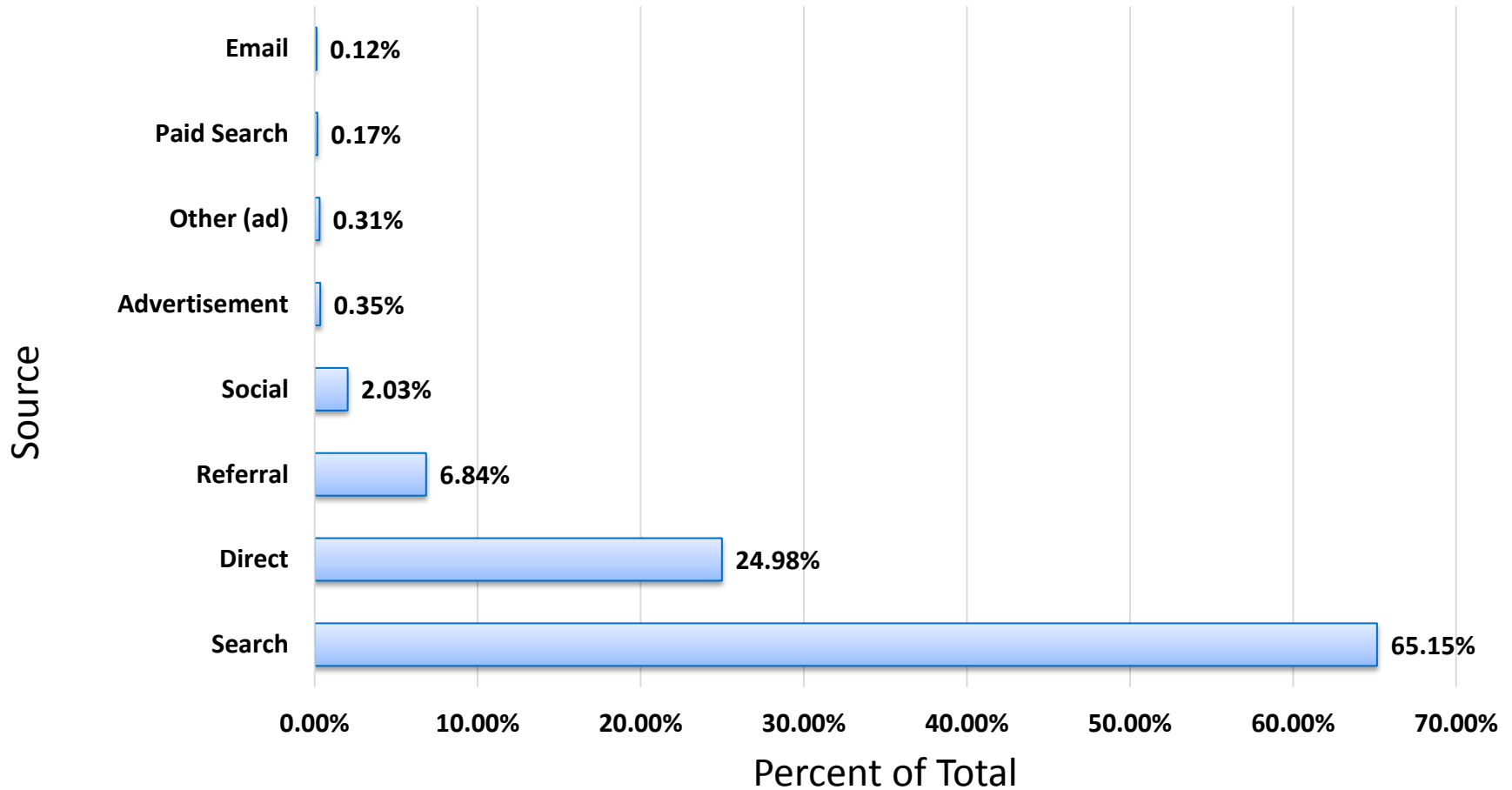
- Facebook integration



Website Usage

	2018 Monthly Averages
Users	14,663
Sessions	39021
Sessions per User	2.66
Pageviews	106,464
Pages per Session	2.73
Average Session Duration	2:47 minutes

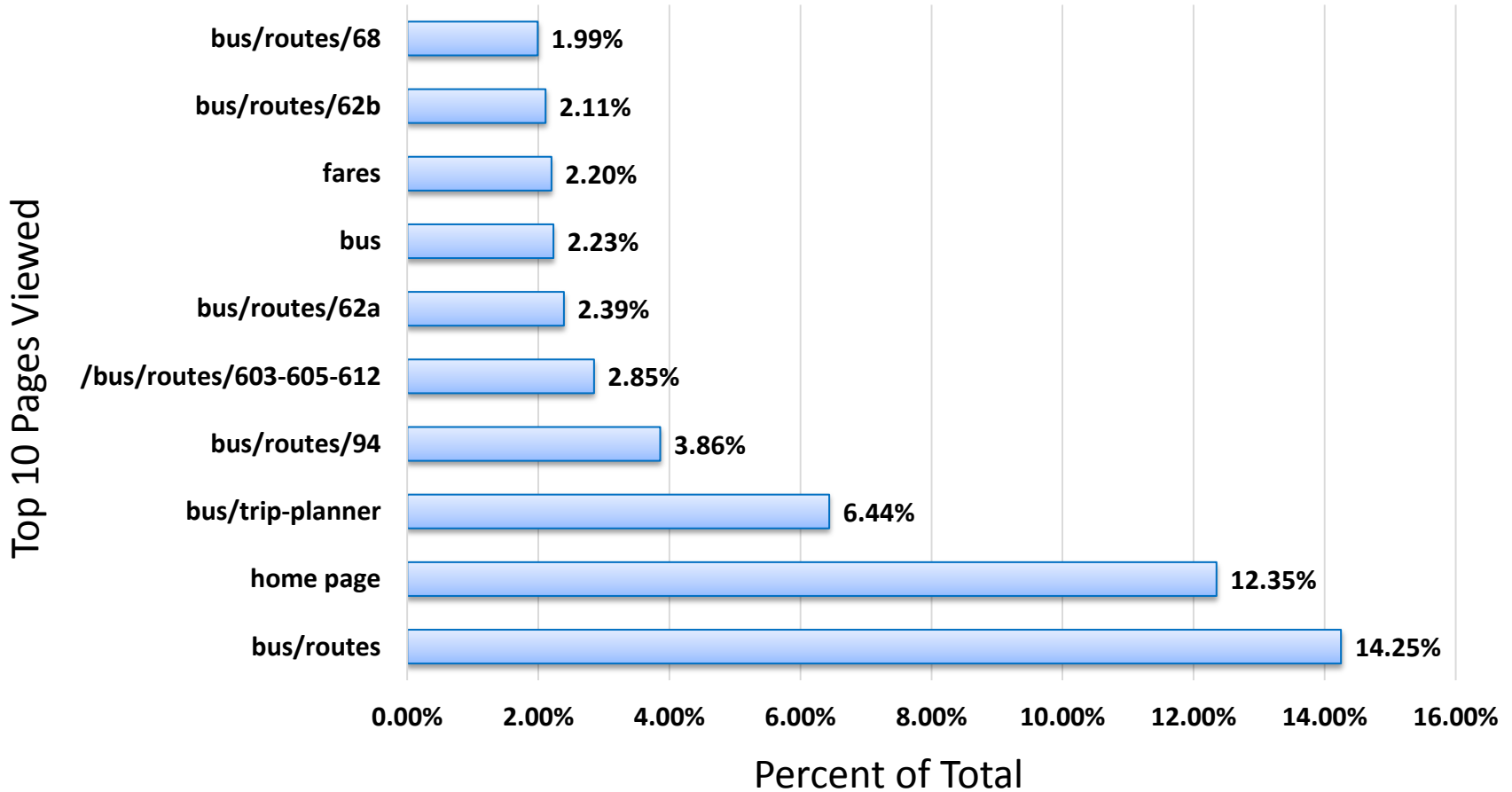
How do customers find us?



How do customers access our site?

Devices Used	Percent of Total
Mobile	56.34%
Desktop	38.19%
Tablet	5.47%

Where do customers go?



Website Overview

www.intercitytransit.com

Likes:

Dislikes:



Questions?