

5 WAYS TO WIN BACK RIDERS POST COVID-19

How to Optimize and Adapt to the New Normal

Real-Time Updates and Communication

Increase confidence in public transit

Make sure your riders know when and what services are available with real-time arrival and updates on what safety precautions are being taken to ease their stress and earn their loyalty.



Partner with Micromobility Services

Promote other safe transit modes

Incentivize healthy, alternative modes of transport, especially during rush hours and in case of overcrowding on public transit, as citizens return to their daily lives.

+494%

worldwide increase in shared scooters usage by 2024

Use Data to Find New Opportunities

Understand the climate and adapt strategically

High-quality data on rider behavior improves your ability to find the gaps and opportunities to meet customer needs, improve fleet distribution, and plan strategically for the new normal.



Introduce On-Demand

Increase customer satisfaction and optimize your fleet usage

Adopt smart mobility services to reconfigure your fleets or add capacity and keep riders safe while providing convenience and flexibility.



Offer Zero-Touch Ticketing

Eliminate cash-handling concerns

Digitalizing services allow users to plan, book, and pay for their trip in a single app. Contactless payment solutions will keep both employees and riders safe and improve your processes at the same time.

Up to **95%**

of transmission risk can be eliminated with zero-touch ticketing



Learn more about Moovit's MaaS Solutions and schedule a demo:

moovit.com/ondemand-demo-request

Sources:

1. <https://cities-today.com/scooter-sharing-expected-to-bounce-back-from-covid-19-crisis/>
2. <https://economictimes.indiatimes.com>