



A FLEXIBLE CUSTOMER- FOCUSED APPROACH

» Services Overview

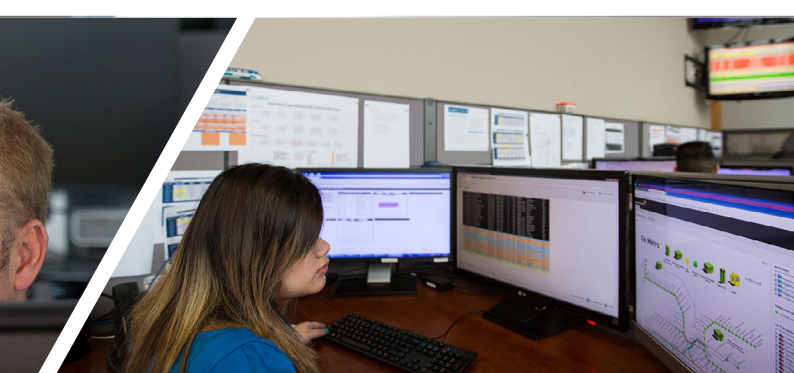
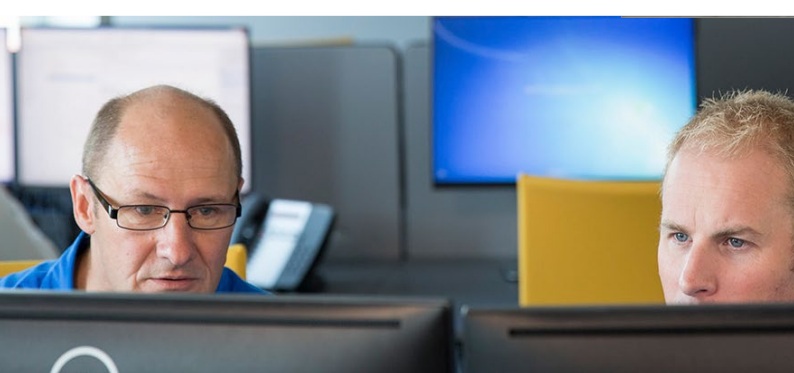


DELIVERING BEST-IN-CLASS SERVICES THAT KEEP YOU AND YOUR CUSTOMERS HAPPY

For 50 years, Cubic Transportation Systems has partnered with transportation agencies worldwide to deliver fare collection technology that gives customers a convenient, simple way to pay for all modes of travel. We understand that the pace of technology innovation tracks directly with increasing customer expectations, and agencies must offer new customer options to drive rider retention and revenue.

That's why we invested heavily in a customer-centric roadmap to enhance our customer, technology, financial and field services. Cubic Transportation Systems is introducing a new approach to transit services through automated technology and an ecosystem of forward-thinking partnerships. Our services empower agency operators to deliver a modern, secure and efficient payment system while streamlining agency operations and decreasing operating costs.

With the understanding that each agency has unique needs, Cubic takes a flexible, agnostic approach to customer, technology, financial and field services. No matter the level of service you need, rest assured that your riders will have a safe, economical and people-centered transportation experience.





A SHARED VISION: SEAMLESS, CONNECTED JOURNEYS FOR YOUR CUSTOMERS

We ensure **customer, technology, financial and field services** delivery that is seamless and future-forward—saving funds and providing a consistent and positive user experience for passengers and agencies. Whether it's maintaining field devices or managing customer service support, we apply our tried and tested solutions so we can respond to situations quickly and effectively in some of the most advanced public transport agencies in the world. A follow-the-sun service operation ensures your agency always has the support when needed.

A FLEXIBLE APPROACH: EACH AGENCY SELECTS ITS SUPPORT LEVEL, REGARDLESS OF SIZE

In the same way your riders have individual preferences and needs, we recognize that a one-size-fits-all approach to public transport services isn't realistic or beneficial. Our services partnerships are centered around flexibility and designed to empower each agency to choose the appropriate level of support, regardless of agency size. One agency may choose to pick a single service while another needs an extensive mix of services; both circumstances will still benefit from our experience, performance and innovative partnerships.



CUSTOMER SERVICES

- Customer Contact
- Sales Channel Management
- Retail



TECHNOLOGY SERVICES

- Hosting
- System Operators
- Security Management
- Business Continuity / Disaster Recovery
- Service Desk



FINANCIAL SERVICES

- Revenue Management
- Accounting Services
- Fraud Management



FIELD SERVICES

- Asset Management
- Device Support
- Field Maintenance
- Spares & Life Cycle Management
- Cash Collection
- Service Desk

MEET OUR BEST-IN-CLASS PARTNERS:



Customer Data-driven
Customer Engagement Platform



Customer Self-service
Via Chat and Messaging



Information Technology
and Field Support



Cost Effective
Financial Services Support

CREATIVE PARTNERSHIPS DELIVER USER EXPERIENCE REVOLUTION

No matter the transportation mode of choice, citizens expect a service interaction that is easy, modern and fast. Collaboration platforms through creative partnerships introduce automation into your operating systems, resulting in a timely resolution to complex technical problems that span a range of specialist service areas.

Benefits include:

- » Flexible solutions are developed to cater to each agency's unique service needs.
- » Riding, paying, fixing and getting help is as easy for riders as tapping, swiping and texting.

These creative partnerships are introducing the greatest public transit user experience revolution in decades.



**Global
Support**



Proven



**Decrease
Operating
Costs**



**Automation
Eliminates
Manual
Operations**



**Flexible
Approach**



**Continual
Advancements**



CUSTOMER SERVICES

We understand the management of day-to-day operations is multifaceted and critical to success. Cubic offers customer services in the form of:

SERVICE OFFERING

Customer Contact – Allow our team to handle all customer interactions, including program inquiries, perform product sales or resolve issues over the phone, through an interactive video link or live chat. We supply brick-and-mortar customer walk-up centers or self-service solutions that assist through interactive video response, a website or a mobile app.

Sales Channel Management – Involves managing the media and distribution channels for the agency-issued fare media, as well as special fare programs for seniors, the disabled, universities and other schools, and non-profit organizations.

Retail – We engage a retail network of grocery, pharmacy and convenience stores, currency exchanges and other locations for distributing and selling fare products.

AGENCY BENEFITS

- Full customer service reduces the strain of agency workforce demands and drives customer loyalty with consistently positive experiences.
- Our specialists work with trusted vendors to produce your fare media, ensuring your agency benefits from the best price, timelines and correct encoding. Our inventory management ensures your fare media is packaged and delivered when needed.
- Customers can easily purchase fare products and receive a successful customer experience during sales.
- Experts handle risk evaluation of retail locations, training, product sales collection and support desk.

PARTNERSHIP SPOTLIGHT:

Simplify Rider Account Management with Self-Service Tools

Transit customers expect rapid service at their convenience. We are introducing micro-apps, a small application that resides in the cloud and delivers an immersive digital experience for rider self-service.

Transit riders simply access the micro-app from any connected device for rider account management and customer support.

Micro-apps can be used to enhance customer experience, accessibility, support and user adoption without the cost of custom app development or hardware.

Agency Benefits:

- » Riders can access their account anywhere, anytime.
- » Automatic rider account management, including balance inquiries, balance transfers, account registration, account information changes and password resets.
- » Digital customer support allows customers to easily access travel questions and receive instant feedback in various languages.
- » Agencies reduce call volume and benefit from lower operational costs.
- » Agencies can easily enable discounts and special fares within the micro-app.

How does it work? Each micro-app resides in the cloud and can function by itself or be combined with other micro-apps to create a more robust user experience. The micro-apps are powered by Twilio, a data-driven customer engagement platform, and Pypestream, an automation platform, to give users instant self-service via chat and messaging.



CASE STUDY: NEW YORK OMNY

CHALLENGE: Develop a new self-service customer engagement solution for MTA riders as they transition from the MetroCard to the OMNY system.

SOLUTION: Full omni-channel experience for a 24/7 transactional user experience available via web, mobile devices and multiple social channels, all designed to reduce the needs for call center engagement and lower operational costs..

THE DETAILS

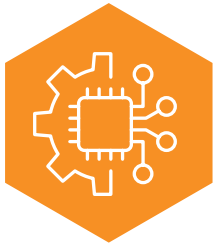
- Partnered with Pypestream & Twilio
- AI Chatbot technology

BENEFITS

- User empowerment
- Reduce calls to contact centers
- 24/7 interactive user experience
- Available in 16 languages

THE OUTCOME

- 21,013 engaged within the first two months
- 1,163 users logged into their account
- 2,335 users viewed Fare Capping Q&As



TECHNOLOGY SERVICES

Cubic's streamlined and all-encompassing technology services make it easy to modernize and improve your information technology infrastructure for seamless service. Implementing and operating advanced IT infrastructure can help you reduce overhead, simplify management, maximize performance and increase revenue. We offer technology services in the form of:

SERVICE OFFERING

Hosting – Cloud-based or on-premises hosting meets your needs with an efficient, cost-effective solution.

System Operations – Network configuration and management to back-office systems administration and software application maintenance.

Security Management – Continuous analysis of intrusion attempts, security patching and PCI/PII audits results in the highest levels of data protection. Identifying fraud trends both in payment and transit use transactions protects your revenue.

Business Continuity/Disaster Recovery – Ensuring adequate plans are in place in case of unforeseen events.

Service Desk – Around-the-clock IT support availability worldwide.

AGENCY BENEFITS

- This approach removes infrastructure burdens and focuses on evolving the system to meet the demands of a regional transit program.
- Assuring high availability and reliability of systems to meet the demands of users while mitigating risk.
- Protecting customer information is the top priority of Cubic's security team – keeping a pulse on what attacks are happening in the broader IT world means proactively fortifying the network and systems.
- We prioritize services being restored as quickly as possible.
- No matter the time or issue, your operators can speak to a single point of contact for diagnostics and assign a specialist to resolve your issues promptly. Technicians are highly trained in the service of transit, tolling and traffic management programs.

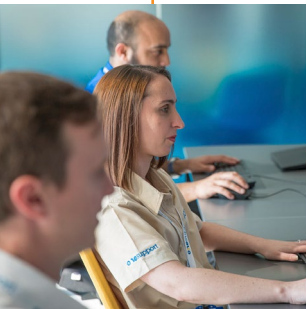
PARTNERSHIP SPOTLIGHT: servicenow™

Improving Our Service Offerings Through Best-in-Class Platform Automation Solutions

ServiceNow is Cubic's comprehensive service management platform, featuring 24/7 automated event management and global service desk support. With an average answer speed of under 15 seconds for support inquiries and experience in handling international contracts, ServiceNow demonstrates capability and effectiveness. ServiceNow powers Cubic across IT Operations Management, Customer Service and Field Service.

Agency Benefits:

- » Predictive AI Ops help prevent incidents before they impact users or the business.
- » Ability to remedy IT issues remotely and automatically dispatch technicians to fix field devices.
- » Connect end-to-end process flows and scale enterprise service delivery.
- » Seamlessly integrate systems and departments into existing tools to unify service experiences.



CASE STUDY: CUBIC GLOBAL OPERATIONS CENTER

CHALLENGE: Customers need support during non-business hours.

SOLUTION: Global, around-the-clock support for agencies and customers.

THE DETAILS

- Partnered with ServiceNow IT Services
- The management platform allows for 24/7 automated event management and global service desk support

BENEFITS

- 24/7 automated event management
- Global service desk support
- Handle B2B technical queries more effectively
- Pandemic-proof remote support

THE OUTCOME

- Average answer speed of <15 seconds for inquiries
- Average speed of <15 minutes for incident response
- Automated 24/7 event management
- Over 50,000 tickets per month
- 40 global contracts serviced
- 12,000 calls per month



FINANCIAL SERVICES

Cubic's financial services focus on protecting revenue and streamlining financial processes by reducing fraud and integrating third-party solutions to create in-depth financial solutions. We provide financial services for agencies managing over \$10 billion in annual revenue. Our financial services consist of:

SERVICE OFFERING

Revenue Management – All processes and accounting associated with deposits from sales of fare and toll products, revenue allocation among all stakeholders in a regional program, the management of refunds, adjustments, chargebacks and associated research.

Accounting Services – Managing the day-to-day clearing and settlement accounting functions for financial transactions, including payment receipts, fees, refunds, customer adjustments and chargeback processing.

Fraud Management – Determining fraud-reduction strategies and managing implementation and integrations with third-party solutions, as well as monitoring and analyzing possible fraudulent activity.

AGENCY BENEFITS

As multi-modal solutions are adopted, our teams ensure your customers can use a single account to pay for various modes of transportation and tolling, which is vital to the success of regional programs.

- Agencies leverage mature processes.
- Continual automation.
- Increased risk management through use of Centre of Excellence with fraud specialists.
- Avoidance of manual process enabling agency experts to focus on insights.

PARTNERSHIP SPOTLIGHT:



Fueling Digital Transformation in Financial Services

Automation Anywhere helps Cubic provide intelligent financial Robotic Process Automation (RPA) to transit agencies, giving employees time to focus on work that brings customer value. As our Robotic Process Automation partner, Automation Anywhere allows agencies to transform manual operations while meeting stringent regulatory requirements. RPA bots can interact with any application or system the same way people do – except RPA bots can operate around the clock, nonstop, much faster and with 100% reliability and precision.

Agency Benefits:

- » Strengthen compliance
- » Reduce the risk of human error
- » Streamline operations
- » Cost reduction

CASE STUDY: NEW HAMPSHIRE TOLLING

CHALLENGE: A complex payment collection process with high levels of risk and possible cash leakage requiring a significant investment of time in collection and audits.

SOLUTION: Standardized interaction makes the payment, collection and auditing processes more efficient, achieving transparency in NHDOT collections and increasing confidence in the administration of public resources.

THE DETAILS

- Partnered with Automation Anywhere

BENEFITS

- Standardized interaction for payment and collection
- Achieved transparency in collections
- Immediate return to the state and cost savings
- Ability to perform processes 365 days per year
- An app that allows meeting users and collecting payments directly

THE OUTCOME

- An efficiency gain of 70%-75% in processing
- Introduced digital audit trail





FIELD SERVICES

Cubic's field services take the stress away from agencies and let them focus on what they do best – drive economies. Our field service options include:

SERVICE OFFERING

Asset Management – From vending machines and fare gates to road signage and traffic management tools, we'll carry out continuous advanced diagnostic remote monitoring, ongoing preventive and rapid corrective maintenance.

Device Support – Workshop repair services provide device and original equipment manufacturer (OEM) repair, device certification and inventory control options.

Field Maintenance – Leveraging global best practices to focus on routine preventive maintenance while providing full remedial service as needed.

Spares and Life Cycle Management – Minimize long-term asset costs by tracking excess inventory, managing OEM supplier obsolescence and ensuring adequate risk mitigation for all devices and components.

Cash Collection – Providing secure optimized collection from all locations: bus depots, station vending machines and customer walk-up centers, accurate cash counting and reconciliation, timely bank deposits and discrepancy processing.

Service Desk – Around-the-clock support availability worldwide.

AGENCY BENEFITS

Our main objective is to keep transportation system devices (vending machines, station gates, ferries and bus equipment) at the highest level of availability.

Monitoring and supporting optimal device availability maximizes revenue streams and ensures the best travel experience.

- Increases availability of devices
- Reduces number of onsite response calls
- Improves insight driven automation for resolution

Speak to a single point of contact who will diagnose your problem; then, a specialist will resolve your issue as soon as possible.

PARTNERSHIP SPOTLIGHT: servicenow™

Deliver Frictionless Field Service Experiences to Customers and Employees

ServiceNow is Cubic's comprehensive service management platform, featuring 24/7 automated event management and dedicated staff that can provide first contact resolution by remotely rebooting transportation system devices such as gates, validators, and retail devices. With an average incident response time of 15 minutes, tickets can be resolved before customers notice a service disruption.

Agency Benefits:

- » Strengthen compliance
- » Reduce the risk of human error
- » Streamline operations
- » Cost reduction



CASE STUDY: TRANSPORT FOR LONDON (TfL) CYCLE HIRE

CHALLENGE: Customers need support during non-business hours.

SOLUTION: Global, around-the-clock support for agencies and customers.

THE DETAILS

- Partnered with ServiceNow

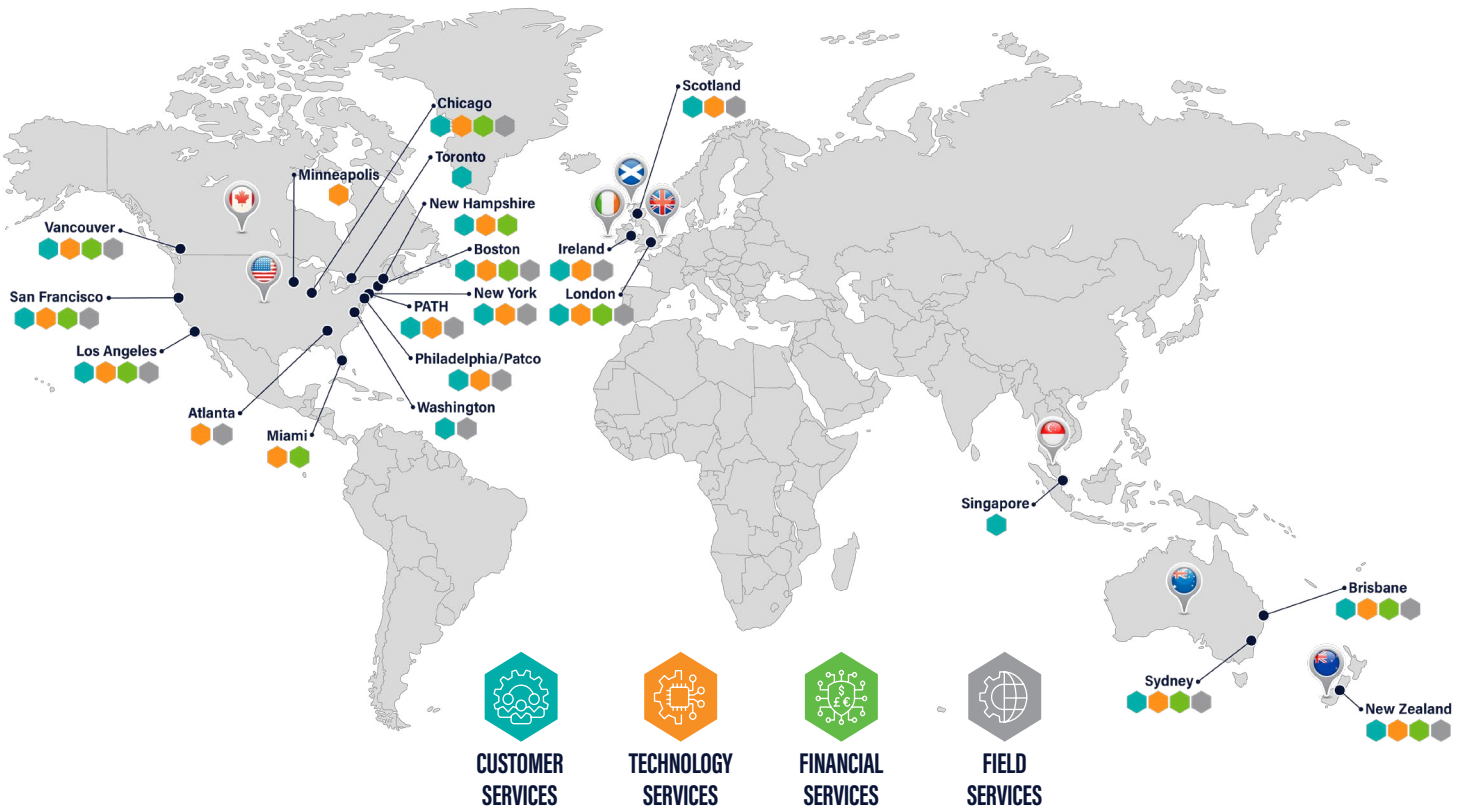
DURING THE PANDEMIC

- Field services were adjusted based on lower use of public transit
- Offerings were rebalanced from supporting stations to cycle hire
- Better device monitoring through ServiceNow
- Improved availability of docking stations across 775 terminals

THE OUTCOME

- In January 2021, TFL reported a rise of 157% in new cycle hire memberships over 2019
- 40,000 hires were seen in a single day, breaking records for hires per day
- Continual upwards shift to cycle hires

GLOBAL SUPPORT



Our highly automated services approach saves agency funds and provides a consistent, positive and equitable customer experience for passengers and agencies, empowering customers to navigate complex urban cityscapes and reducing workload with modern, customizable solutions for fare collection.

Whether maintaining field devices in Sydney or managing customer services in Dublin, we apply our technologically advanced and proven solutions to respond to situations quickly and effectively in some of the world's most advanced public transport agencies.

With over 1,000 service-based employees paired with our world-class ecosystem of trusted partners, a global network of industry experts, and a proven track record, you can focus on what you do best - drive economies and keep people moving.

Service delivery has been the backbone of the core offerings we've been providing the transit industry for the past five decades. Since Cubic Transportation System's inception in 1952, we've been leading the way in developing modern transportation solutions and setting the standard in serving transit agencies for decades.

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