

Keywords:

Mobility, Experience Design, Distributed delivery, Automation, Mobile Web, 24/7 Support, Application Support, E-Commerce, Credit card Payments, Tolling Systems

Technologies:

.Net, SQL, iOS, iPhone, Android, Mobile, SAP, Web Services, HTML5, jQuery, Ajax

Industry:

Infrastructure & Transport - Tolling

Mobile site creates new channel for tollway payments and reduces load on call centre



ConnectEast Group is a private company dedicated to the financing, design, construction, maintenance and operation of the EastLink tollway in Melbourne's east.

AT A GLANCE

- 1 Support mobile users across common mobile platforms and devices
- 2 Create a new mobile payment channel and promote automatic payments
- 3 Decrease operational costs by increasing customer self-service
- 4 Enable simple access for non-account holders and acquire new account holders
- 5 Cross platform, cross device and rapid development

ABOUT FABRIC

We are an Australian owned technology company specialising in software delivery, application support, cloud and consulting services. We are passionate about technology and its role in challenging the status quo.

CHALLENGE

With the widespread adoption of mobile devices and the ever increasing expectation of consumers to access services via mobile channels, mobile websites are a cost effective and efficient means to give access to the largest percentage of mobile users in the fastest growing Internet demographic. Casual EastLink users are unlikely to install a native application for ad hoc use therefore a web application using HTML5 was the ideal platform.

Other key drivers for the EastLink mobile website project are:

- Strategic differentiation – a mobile payment channel superior to other toll roads
- Reduced support costs – less payments diverted to customer service agents from self-service channels like web and phone
- Increased cash-flow – making it easier for customers to pay at time of road use



SOLUTION

Fabric's approach involved facilitating 'Discovery' workshops that allowed the project team to rapidly understand the broader business context, envision the application and define a minimum viable product (MVP).

Fabric designed, developed and deployed a mobile optimised web application for use on commonly used handsets and devices that offers ConnectEast customers the ability to:

- efficiently buy trip passes
- pay toll invoices
- account top-up

The differentiator with the EastLink mobile site was these services were based on using widely known information like license plate numbers and QR codes instead of complex document reference numbers.

The solution integrates with SAP services, and is using the latest techniques and technology including User Responsive Design, ASP.NET, MVC4, WCF, Entity Framework 6. The application incorporates fully automated unit test and UI test scripts, and continuous integration to ensure the quality of each build.



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We partnered with Fabric given their past experience in developing mobility applications. Fabric's innovative approach to requirements gathering and iterative development allowed us to build and understand our solution very quickly. Our new site has been a huge success with immediate revenue uplift and reduced load on our call centre

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Dennis Cliche, Managing Director ConnectEast Group

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