



Via Mobility Expands Service Capacity with Transit Technologies IVA

Client: Via Mobility Services, a Colorado-based nonprofit providing paratransit and on-demand transit solutions for older adults and people with disabilities.

Location: Boulder, Colorado

System: Ecolane Scheduling & Dispatch Platform

Challenge

Via Mobility's call center was overwhelmed.

During peak hours (8–10 a.m.), just five agents fielded hundreds of inbound calls for trip cancellations, ride updates, and planning assistance.

The impact was severe:

- **400 – 500 dropped calls per month**
- **40-minute average hold times** during morning surges
- **30+ minutes daily** spent by dispatchers listening to voicemails to cancel rides

Hiring additional staff for a short peak window wasn't cost-effective. Riders grew frustrated, and team morale suffered.

" IVA didn't just change our mornings — it changed how we think about service. We're not chasing calls anymore; we're managing mobility. "

**—ADRIANA TORRES,
CALL CENTER
MANAGER, VIA
MOBILITY SERVICES**

Solution

Via partnered with Transit Technologies to pilot the Intelligent Voice Agent (IVA) — an AI-powered, conversational system integrated with Ecolane.

Initially scoped as a **three-week pilot** to automate:

- **Trip cancellations**
- **"Where's my ride?" inquiries**

Results were immediate. Within **three days**, Via made IVA a permanent part of its operations.

Key Implementation

Highlights

- Smooth integration via secure Ecolane APIs
- No downtime or technical disruptions
- Live dashboards and Google Chat summaries for transparency
- 24/7 rider access with ADA-compliant, natural voice interaction

"It reminded me of our Ecolane go-live. Smooth, professional, and surprisingly fast."

Results



Operational Impact

- Eliminated daily voicemail reviews (30+ minutes saved)
- Reduced dispatcher workload during peak hours
- Improved agent morale and focus on complex rider needs



Rider Experience

- Older riders (60+) love IVA's lifelike voice — "Alex"
- Positive emotional responses: one rider described it as "comforting" after a fall
- Accessible, natural interactions — no menu navigation required

"With how great implementation went, I would highly recommend it. It just works."



Performance Gains

50% ↓

Up to 50% reduction in inbound call volume (projected)

60%

40–60% faster call-handling times

30%

30% higher rider satisfaction (CSAT) in pilot benchmarks

35% +

35%+ operational cost savings potential

From Pilot to Platform

For Via Mobility, IVA wasn't just an automation tool – it became a turning point.

By freeing dispatchers from repetitive calls, IVA transformed the tone of the morning rush. Agents arrived knowing their time would go toward problem-solving, not voicemails.

"Once we turned it on, we didn't turn it off," Torres said. "It changed our mornings overnight."

Each IVA call syncs directly with Ecolane in real time, keeping manifests accurate and eliminating manual updates. Supervisors receive call summaries in Google Chat, giving them full visibility into rider interactions and IVA performance.

Via's success inspired plans to expand IVA capabilities to:

- New trip booking
- Automated reminders and notifications
- Two-way text messaging for riders preferring SMS

Why It Matters

Public transit agencies face a shared dilemma: rising demand, limited budgets, and pressure to improve service quality. IVA bridges that gap by automating what's repetitive — and elevating what's human.

For Agencies:

- Delivers **24/7 rider access** without increasing staff
- Integrates seamlessly with **Ecolane** and **TripMaster**
- **No need for riders to repeat information** when transferred
- Scalable, modular deployment model

For Riders:

- Instant answers, no hold time
- Friendly, accessible, natural conversation
- Enhanced reliability for older and paratransit customers

Key Takeaways

Start small: Focus on cancellations and status inquiries to prove value quickly.

Empower staff: Automation frees people for higher-value service.

Scale strategically: Add bookings and notifications once trust is established.

Integrate deeply: Use real-time APIs to ensure accuracy and consistency.

Keep it human: IVA enhances, not replaces, the dispatcher's role.



About Transit Technologies IVA

Transit Technologies' Intelligent Voice Assistant is a natural-language automation solution designed for public-sector transit operations. Purpose-built for paratransit and demand-response, IVA reduces call-center load, improves response times, and gives riders immediate access to trip management through voice or text.

Interested in learning more?

Visit ecolane.com/intelligent-voice-agent or contact info@ecolane.com

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