



**44<sup>TH</sup> ASECAP STUDY & INFORMATION DAYS 2016**

**Yes, its true ! We still have manual lanes**



*Intercontinental Hotel  
23-25 May 2016*

[www.asecapdays.com](http://www.asecapdays.com)



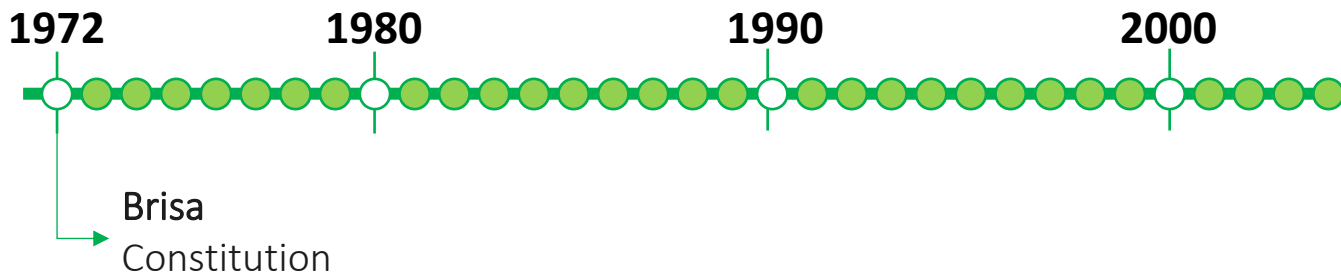
**Manuel Arnaut**

Organized by



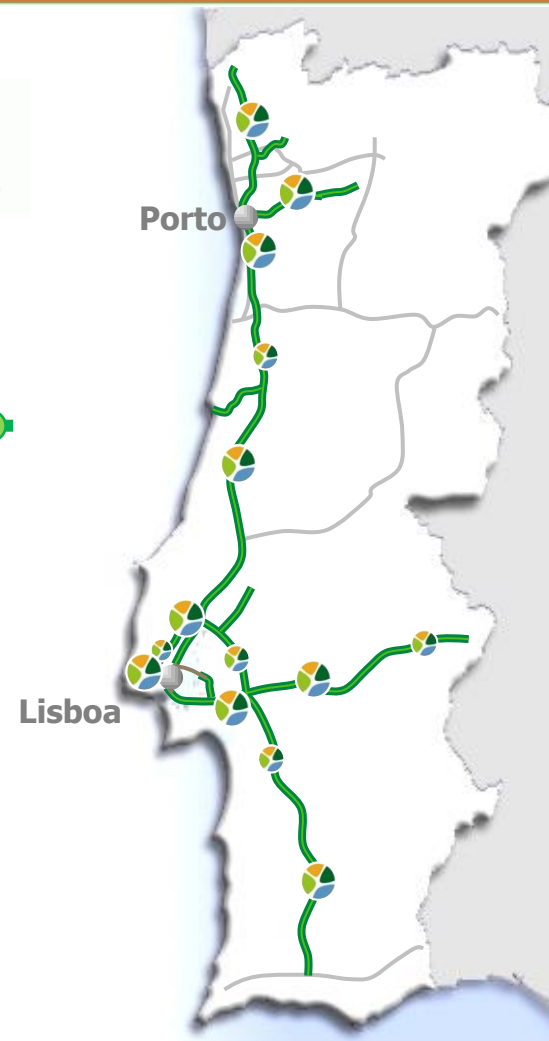
# BACKGROUND: ABOUT BRISA

## First road concession with tolling

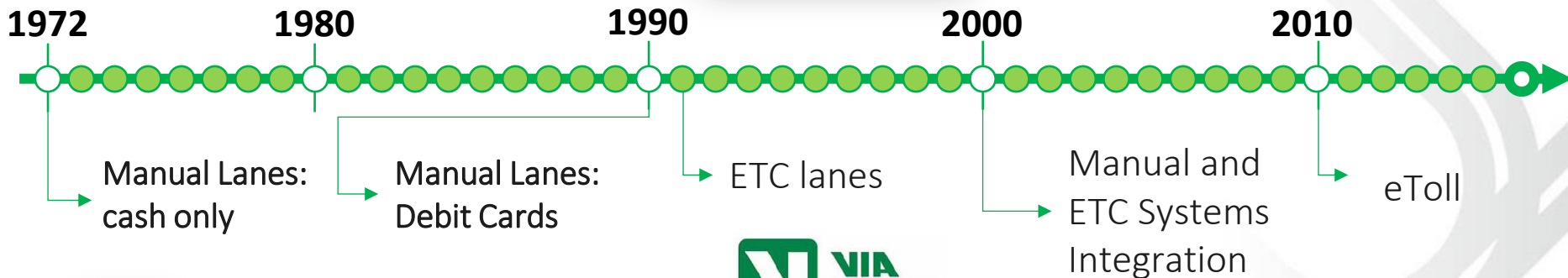


Manual tolling mandatory

Brisa defined standards for Tolling and Road Operation



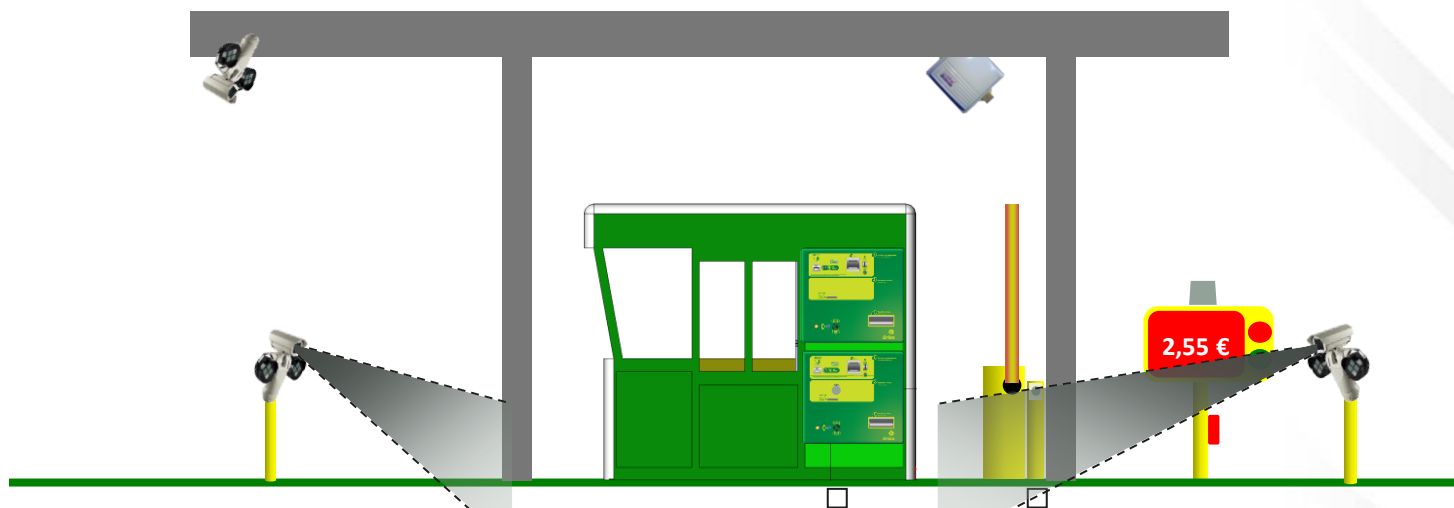
# BACKGROUND: PAYMENT MEANS



**Today ETC represents more than 70%**

# NON-ATTENDANT LANES

## How it works



### Client

1. Inserts title (entrance)
2. Pays with different options



3. Collects change and receipt

**Exits the lane**

### Operator

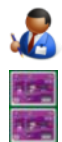
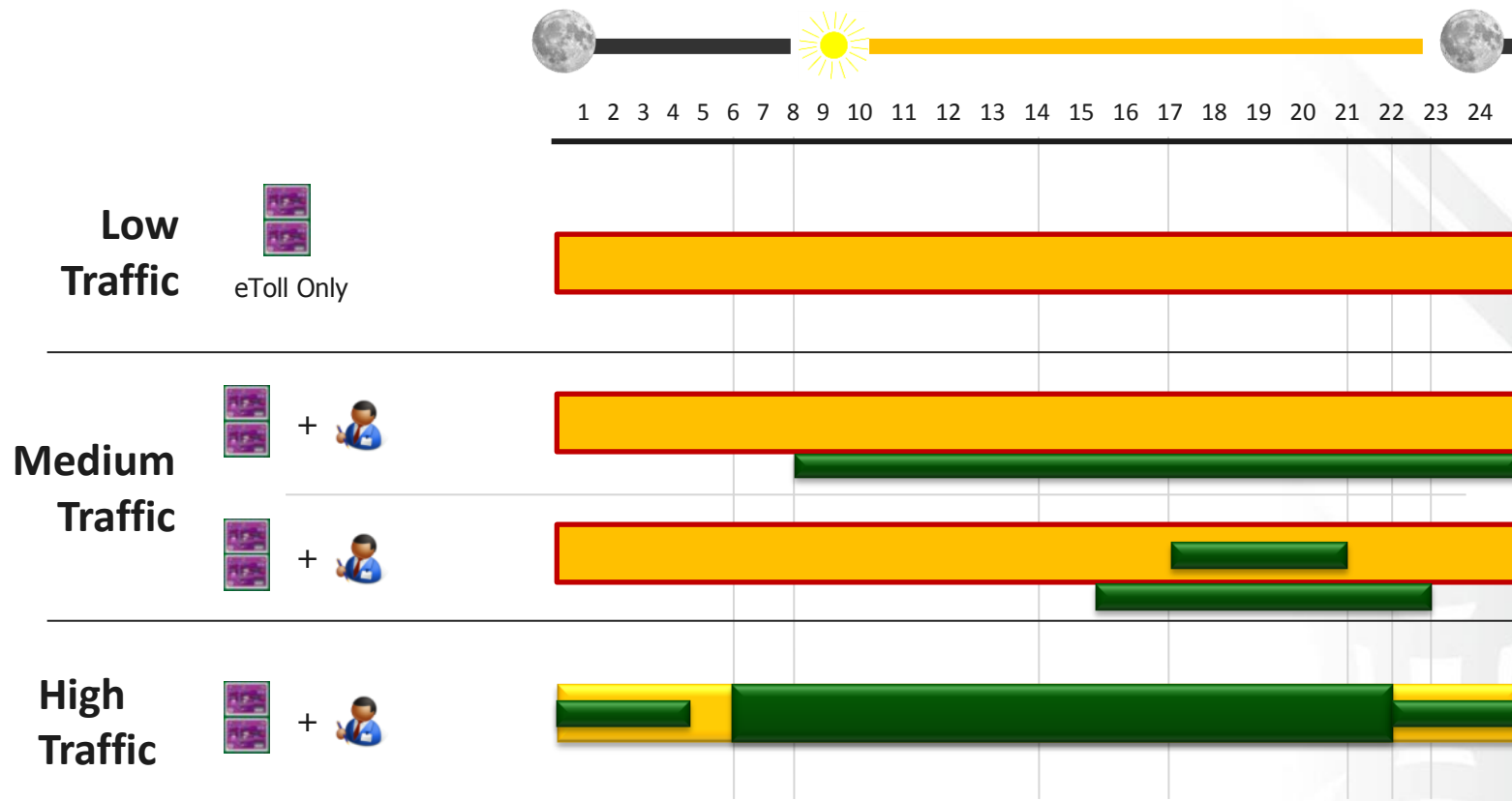


1. If height at 1<sup>st</sup> axel  $\geq 1,10m$ :  
Remote classification
2. Follows the operation remotely

If needed, operator can remotely support the client

# CHALLENGE: CHANGE OPERATION PRINCIPLES

## Changes in shift management and personnel allocation



Attended Lanes



Non-attended Lanes

**Better customer service with less resources**

# CHALLENGE: CHANGE OPERATION PRINCIPLES

## Lanes



## Operational Centers



## Backoffice



Relevant impact:

1

Human  
Capital

2

Technology

3

Operations



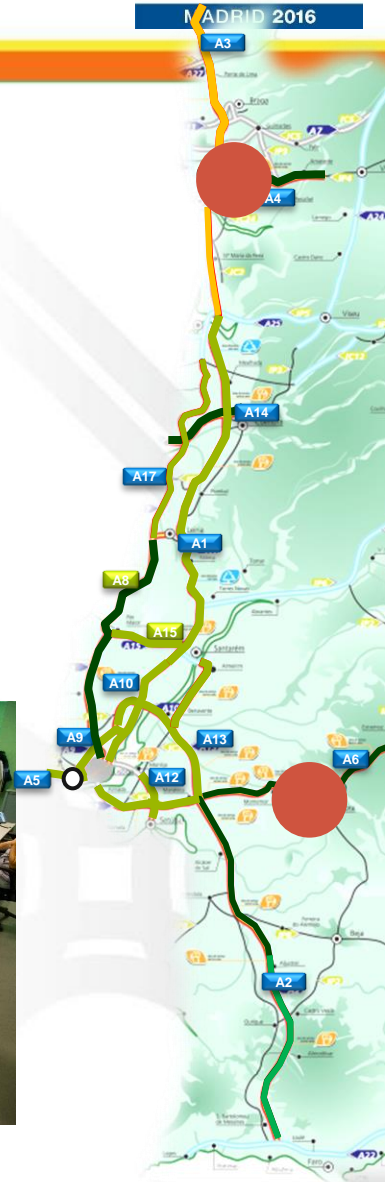
## Challenge: optimization

Training programs for new roles: remote operators

Geographic selection to keep jobs on higher unemployment regions

Resignation agreements, driven by social sustainability:

- Re-employment support
- Training programs for professional reintegration
- Self-employment support: entrepreneurship programs



- Fully manual lanes integration: lanes can be opened in different modes
- New software for remote operations: dispatching, CCTV, logs, remote control, ...
- Safety and security issues
- Designed to fit toll booth
- New maintenance standards for operations



**Developed by Brisa Innovation and fully integrated with Brisa tolling system**



## New operational standards

- Complete process design for remote operations
- Shift control adjusted
- Cash collection processes fully redesigned: change needs, systems integration, ...
- Claims and client relations changed patterns



# COMMUNICATING TO CHANGE BEHAVIOURS - BEGINNING

## Direct communication: *point-of-sale*

- Direct supporting teams
- Flyer with instructions on how to use
- Toll lane banners
- Outdoors



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Para sua segurança e comodidade, a nova Via Manual é acompanhada remotamente 24 horas por dia, 365 dias por ano. Em caso de dúvida, basta premir um botão e um operador presta-lhe os esclarecimentos necessários. Além destes benefícios, fique também a conhecer o que o mais recente sistema de pagamento via trazer de novo à circulação nas portagens. Experimente, é simplesmente automático.

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# WE HAD TO EDUCATE THE CLIENT



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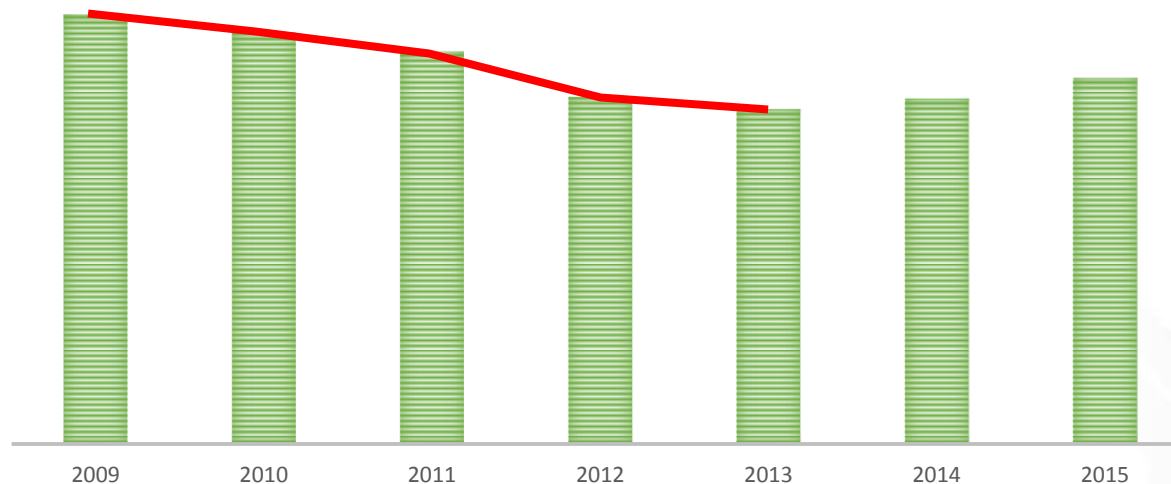
**[CLICK HERE TO WATCH THE VIDEO](#)**



# CONCLUDING...

**Project helped to sustain business results in a traffic decrease season**

Traffic Behavior



eToll introduction: effect on cost reduction

**We worked hard improving, but still have a lot of work to do !**

ASSISTÊNCIA 24 HORAS  
SEGURANÇA COM RESERVAÇÃO  
Brisa

Thank you



**Brisa**