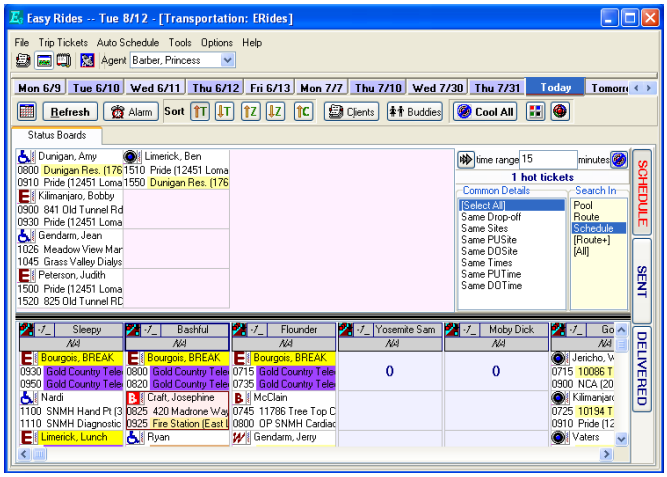
Mobilitat Chitchat

A Bi-Monthly Newsletter from Mobilitat August2008

Easy Rides Release 26 Available!



Easy Rides is better than ever with Release 26! A lot of the enhancements and new features that went into this release are a result of requests from you, our customer. Here's just a few of the new features.

The separate driver and vehicle assignment windows have been replaced with an all new single click, easy pick **Consolidated Route Assignment Form**.

The **Selection Tool** is a completely new feature allowing users to easily identify trips with commonalities like same drop-off, pick-up, pick-up time and many other options.

Trip Note Color Buttons are a new feature allowing users to cool all Hot tickets, color code specific trips and then make all trips of a specific color Hot.

Sub-set Optimization is an exciting new feature available to Easy Rides Plus users. It optimizes the riders with a common pick-up or drop-off, within a route and displays the best route in MS MapPoint. Users can then choose to update the route accordingly.

Easy Rides Plus users now also have **Point-to-point Time Prediction**.

Users with Auto Scheduling now have the **Rescheduled Trip List** available to them. This new feature makes it easy to contact customers to inform them of trip time changes.

Vehicle Event Alerts have been updated to provide alerts based on the odometer as well as the date.

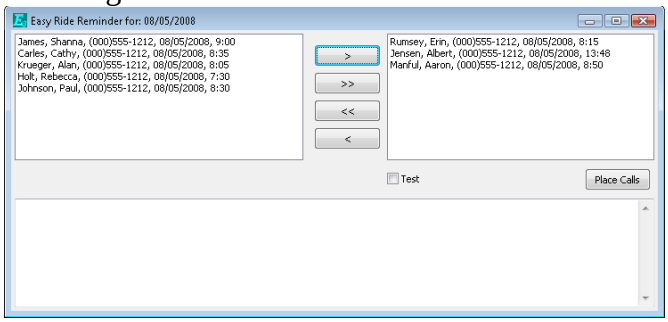
There are many other updates and new features available including the new **Ride Reminder**!

Upgrading is easy via ERAutoUpdate or you can manually download from http://www.mobilitatsoftware.com. Contact us at 1-888-806-6595 for questions or to schedule a time for us to assist you in downloading.

Our customers are our number one priority and we want to provide the best product available. Upgrade your Easy Rides today, we think you'll agree!

Ride Reminder Available in Release 26!

Ride Reminder is designed to reduce the number of no-shows and late cancelations you may be incurring.

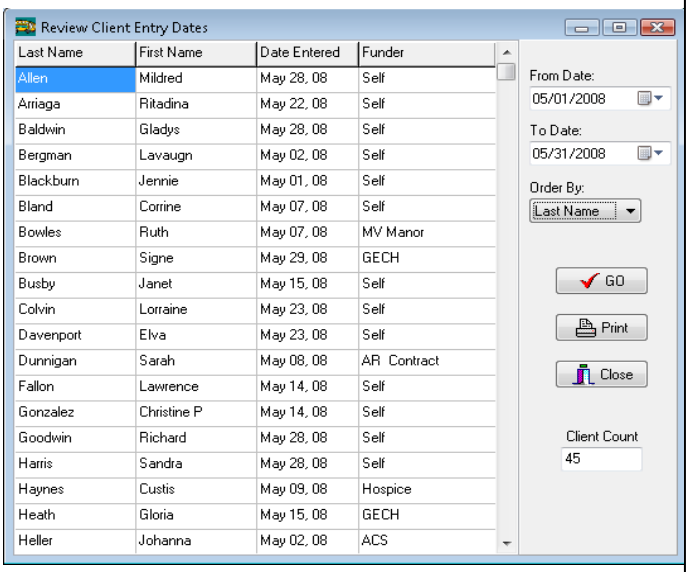


By simply clicking a button within Easy Rides, you can send calls containing a pre-recorded message to customers you select, reminding them of their next up-coming ride.

Ride Reminder also has the ability to allow users to access a web site and view details of the automated calls. For instance, you could determine whether a call was answered by a live person or an answering machine. Additionally you can choose to add individuals to a No-Call list should the individual request it.

Call or email us to learn about pricing and availability!

Little Known Tips and Tricks: Client Entry Dates List



In the Easy Rides Utility, you can get a quick list of new clients for a selected date range by selecting **Tools** then **Review Client Entry Dates**. Input a date range, click OK, and you will receive a list of all new clients for that period of time. It's been said that if you can get a customer to ride twice, they'll ride for life so you could send a free pass to those in the list, inviting them to ride again!

Who Else Wants Training?

We hold monthly online training sessions to show new or little known features of Easy Rides to make your job easier. Here is the schedule of upcoming training events:

- August 28, 29: Logging Odometer and Time
- September 25, 26: Using the Selection Tool
- October 23, 24: TBA

Sessions are usually 20-40 minutes long and you can choose which day to attend. If you would like to par-ticipate or would like to suggest a future topic, please contact training@mobilitatsoftware.com

Contact Us

If you need to change your email address, discontinue receipt of newsletters or have a suggestion, email us at: newsletters@mobilitatsoftware.com or call us at 888-806-6595.

We don't usually go around beating a dead horse…

… but sometimes it's necessary.

We've received numerous desperate calls over the last few months from customers who have experienced a server crash and have lost all their vital data. As we began to work with them we quickly discovered they hadn't been backing up their data. A simple 1GB thumb drive is all it takes to get you back in business after a server crash. If you're not currently doing backups, please, call us today to get started. It only takes a few minutes each day and is so much easier than recreating all your data after the damage is done.

Upcoming Tradeshows

We are attending numerous conferences this year. Check the links and mark your calendars. We look forward to seeing you at our booth!

Sept 7-10 Public Transportation Conf & Expo – Kennewick WA
Sept 22-26 CASTA Fall Conf and EXPO - Copper Mountain CO
Oct 1-4 WYTRANS Conference - Jackson WY
Oct 6-8 APTA International Expo - San Diego CA
Oct 13-15 Alaska Community Transportation Transit Conf - Anchorage AK
Oct 19-22 TRB Rural Conference - Omaha NE
Oct 26-28 OTA Conference - Seaside OR
Oct 26-28 PACE Conference - Portland OR
Oct 28-30 CTA UK's Access 2008 Conf - Manchester UK
Oct 29-31 Tri-State Transit Conference - North Conway NH
Dec 3-5 GTA Conference - Athens GA