



NTTA Customer Experience Enhancements

Taking the Customer Experience to the Next Level.

In 2013, the NTTA began implementing a series of new programs and actions intended to enhance the customer experience for all NTTA customers. NTTA is now offering the following programs and services:

- **A New \$20 Starter TollTag for Infrequent Users.** The Starter TollTag has all the benefits of a TollTag at a lower cost of entry. If a Starter TollTag customer becomes a frequent toll road driver, their account will be adjusted to a \$40 rebill amount.
- **Restructured Administrative Fees.** NTTA restructured fees to encourage payment earlier in the process and reduce the amount of administrative fees for violators 60-90 days past due (fees are now per invoice rather than per transaction).
- **Monthly ZipCash Billing.** The new invoices are similar to other monthly bills our customers receive and are familiar with. ZipCash customers now receive a bill the same time every month that separates charges for new transactions and past due balances. Additionally, new area TEXpress Lanes are separated for easy tracking.
- **Oklahoma Interoperability in 2014.** The NTTA sticker TollTag now works on any toll road in Texas and Oklahoma, including specialty Dallas Cowboys TollTags, TCU TollTags and new SMU TollTags. Added interoperability with Kansas is anticipated in 2015.

NTTA has Implemented New Tools to Enhance the Customer Experience.

- **Automated Outbound Messaging.** TollTag customers receive additional notifications via email, text and phone calls to inform them of any discrepancies with their account including expired credit and/or invalid credit cards and low and no balances.
- **More Phone Lines to Talk to More Customers and a new Customer Service Scheduling Tool.** This year, NTTA has served 3,704,616 customers through the call center, TollTag stores and online requests. Call center phone lines and staff have been added to assist more customers. In addition to hearing wait time information, NTTA customers can now schedule an appointment to speak with an NTTA customer service representative using the new "At Your Service" tool available on NTTA.org.
- **NTTA Mobile App, "Tollmate."** Launched in April 2013, the Tollmate app has been downloaded by more than 150,000 customers, providing real-time traffic maps and one-click roadside assistance services were added in August. Planned updates in 2014/2015 include additional access setup and push notifications.
- **More Places to Get a TollTag.** A new TollTag store opened in Fort Worth in May 2014; Fiesta Mart locations throughout DFW – along with Grayson and Denton counties – are our newest TollTag distribution options; and there are three new Fort Worth car dealerships which distribute TollTags as well. In total, there are currently 266 locations throughout the metroplex where drivers can get a TollTag.
- **More TollTag Options Available.** NTTA added both TCU and SMU TollTags as alternatives to the familiar circle T TollTag sticker in 2014. NTTA also re-launched the Dallas Cowboys TollTag, first offered in 2012.

What Does NTTA's Enhanced Customer Service Mean for Your Constituents?

Simplified billing

Easier ways to pay and save on tolls

More places to get a TollTag

For More Information.

- Visit us at www.ntta.org or call 972-818-6882
- Drop us a line: customerservice@ntta.org
- Friend us on Facebook *North Texas Tollway Authority*
- Follow us on Twitter *@TollTag Tidbits*