

BLACC SPOT MEDIA 

Capitol Corridor

Leveraging Cloud Communications to Reimagine the Future

Learn how we helped the Capitol Corridor implement an intelligent IVR solution to support 1.7 million passengers.

CUSTOMER STORY



Industry
Transportation

Communication Channels
Voice, IVR & SMS/MMS

Integrations
ZOHO CRM, Amazon Web Services (AWS),
GovDelivery & TransLoc



CHALLENGE

Capitol Corridor needed an improved IVR solution to enhance the customer experience for its 1.7 million travelers which commute on their trains annually. Their intentions were to provide passengers with 24/7 access to train schedules as well as detailed station and policy information.

SOLUTION

Blacc Spot Media built an intelligent, cloud-based IVR solution that integrated multiple systems and sources of passenger data in order to provide a single, comprehensive offering for passengers to find the information they required at any time.

RESULTS

Capitol Corridor reduced the number of calls requiring assistance from a live agent by 79%. The reduction in assistance requests allowed Capitol Corridor to significantly cut their agent headcount and reallocate funds to other parts of the organization.

Leveraging Cloud Communications to Reimagine the Future

Capitol Corridor's challenges in the area of real-time support had a significant impact on their business model as ridership increased. With an aging legacy contact center that provided limited capabilities to customers, Capitol Corridor needed to find a better way to support their passengers more efficiently. Because it is a government-funded entity, there was limited funding available to invest in a new solution that could solve the challenges they were experiencing related to growth over the last decade.

By leveraging a cloud-based communications strategy, Blacc Spot Media built a cost-effective, intelligent IVR solution that was able to consolidate multiple sources of passenger information into one comprehensive solution. Passengers are now able to obtain real-time train status information and access train schedules. They can also plan a trip, listen to service alerts, retrieve train station policies and receive SMS messages with requested information sent directly to their mobile phones.

This cloud-based IVR solution allowed Capitol Corridor to experience a 65% increase in passengers that access travel information details, thereby, increasing customer satisfaction while simultaneously lowering operational expenses from the reduced lower agent headcount.



Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

Contact Us Today
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Cloud Communications Delivered.