boomerang

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boomapp
traffic

Product Information
Version 1.0

boom app

traffic

An out-of-the-box solution enabling automated distribution of real-time alerts from the Highways Agency, by region, route and road.

Providing traffic alerts in advance of a journey or event minimises disruption, helps to keep staff safe and avoids wasted time. The frustrations associated to spending time stuck in traffic are plentiful; an important meeting could be missed, a late delivery could delay a large order, whilst arriving late for a flight could prove extremely costly.

Using real-time alerts to provide details of congestion, accidents and roadworks on planned routes, is vital to journey planning; helping to remove stress, bolster employee productivity and preventing rash decision making.

Making a few simple selections allows alerts to be quickly tailored to the relevant stakeholders. Recipient preferences are set according to the road, the route, the region, the nature of the delay or the severity of the delay which ensures that a recipient will only receive alerts relevant to them and via their preferred communication channel. As no end user training or specialist software is required, the solution can also be quickly deployed.

Typical use cases

- Corporate communications - Provide updates to mobile staff who are 'on the road'

- Logistics - Assist with journey planning to avoid disruption en route

- Deliveries - Issue real-time update to delivery drivers

- Field management - Integrate with existing software to improve journey planning between appointments

- Emergency services - Avoid disruptions en-route to emergency situations

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Key capabilities

Receive and process real-time traffic updates from the Highways Agency

Wide-range of incident reporting criteria - congestion, accidents, roadworks,

Customise notifications to recipients based on matching relevant criteria - roads, routes, regions etc

Escalate across multiple communication channels

Compatible with BYOD (bring your own device), involving no software or training

Allow recipient opt-in / out

Automate support workflows triggered by a recipient's reply (e.g. need assistance)

Real time control of the end to end process from a simple user interface

Get started with boomApp Traffic today

boomApp Traffic benefits

- Improve employee productivity through advanced planning

- Keep mobile employees safe

- Distribute targeted alerts to those employees likely to be impacted to reduce overheads

- Reduce missed or late deliveries through improved journey planning

- Improve responsiveness using alerts to help calculate quickest routes

- Quickly extend communication reach to a wider audience, incorporating BYOD

- Reduce employee stress and frustration

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Crown Commercial Service Supplier

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CYBER ESSENTIALS
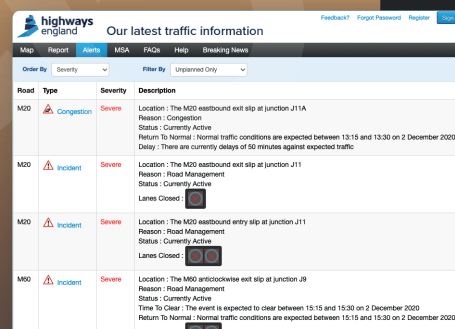
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