

SCALING AFFORDABLE MOBILITY TO HELP DISADVANTAGED COMMUNITIES

A pioneer in US car share services for low earners, Mobility Development uses GTS to set up schemes quickly and cost-effectively



GTS is a key part of how we've been able to succeed where others fail, because a lot of venture-backed companies develop their own software which is crazy. Don't do it. Having GTS with us to make sure every new market is fit-for-purpose is extremely helpful to us.

Creighton Randall, CEO and Principal Consultant, Mobility Development

The Challenge

For 15 years Mobility Development has grown its footprint and established itself as a leading car share operator across the USA. Its focus is on disadvantaged user groups in small mid-size towns, rural communities, and neglected areas in larger cities. The company has proved to be an innovative partner for non-profit initiatives around community-controlled shared mobility networks, providing initial development and then continual back-office support.

Affordable mobility programs have the potential to be a game-changer for underprivileged neighborhoods, but launching relatively new business models comes with many challenges. The Mobility Development proposition de-risks such initiatives by providing a proven and repeatable platform. It avoids the many mistakes that have seen car sharing schemes collapse a few years after launch.

“There's a very large graveyard of failed venture capital funded mobility start-ups in the USA. A lot of them tried to do things that just didn't work with the market dynamics,” said Creighton Randall, CEO and Principal Consultant of Mobility Development. “You have small and mid-size cities that want to collaborate together on building out programmes, but there's no economy of scale.”

The story of Mobility Development has been about addressing this issue, first through investing in hardware and infrastructure, and then through software that enables the all-important customer interface. The GTS Car-as-a-Service Platform was identified as the perfect fit for the software part of the challenge.

The Solution

A recently launched car sharing service in Michigan highlights the strength of the relationship between the two companies. Funded by state agencies and non-profit organizations, it's an all-electric community program serving Detroit, Grand Rapids, Kalamazoo, and Ann Arbor.

Run by Mobility Development and built around the GTS App, members have 24/7 access to a network of cars for \$5 per hour or \$50 per day. Users can download the app from Android and iOS app stores, and begin a three-step process of registration, booking, pick-up, and drop-off.

The first step for a prospective customer is uploading a driver license photo and evidence of social benefits that make them eligible for the scheme. Application

processing takes a few days, after which the new member can reserve a vehicle using the app, which will also unlock the vehicle at pick-up time. At the end of the trip, the car is returned to a station and reconnected to a charger.

Both GTS and Mobility Development are committed to shared mobility as a way to break down social inequality. James Delgado, Senior Programme Director at Mobility Development, explained: "There are lots of barriers to services for people, whether they're unbanked or don't have a credit card, so we try to be flexible. As long as they can provide something that indicates they receive some type of social service or benefits from the state or federal government, they will be welcomed into the community."

The Benefit

The simplicity of the GTS App has been instrumental in helping Mobility Development grow its business. "The app store ratings speak for themselves – customers are happy with it and so are we," said Creighton Randall. When it comes to GTS Cloud, the platform that underpins the service, he likes how it keeps the administrative functions simple, avoiding "buggy" software that has plagued similar platforms in the past.

He talks of being on a journey with GTS, how the two companies share a vision for building an ecosystem that makes it easier to onboard communities in multiple locations. Fundamental to Mobility Development's business model is providing a solution that is repeatable and achieves an economy of scale that benefits all the schemes that use it.

Like many tech-enabled industries, there is 'buy or build' debate. The experience of Mobility Development makes a compelling case for investing in the right software. "GTS is a key part of how we've been able to succeed where others fail, because a lot of venture-backed companies will develop their own software which is crazy," said Randall. ***"Don't do it. Having GTS with us to make sure every new market is fit-for-purpose is extremely helpful to us."***

Creighton Randall also looks forward to using built-in capabilities in the GTS platform to serve different customer demographics from the same app. To date, this hasn't been relevant for Mobility Development, but that's starting to change. ***"A new customer in California wants to have a two-tier pricing model. That's something we're ready for and can easily do with GTS,"*** he said.

Both companies are aligned in their belief that affordable mobility programs must rely on data-driven approaches, utilizing insights into user preferences such as locations, vehicle choices, and rental durations to inform future strategies. Mobility Development is currently engaging in discussions with GTS to provide an analytics and reporting tool, facilitating ongoing expansion efforts. With GTS bringing the requisite capabilities and experience to the table, collaborating with a single software company on various use cases throughout this journey is truly exciting.

Why Clients Partner with GTS

Hard-Earned Experience

GTS has been a pioneer in CaaS for more than a decade, on a mission to transform car manufacturers into mobility providers. We are constantly exploring innovative ways to unlock new business models for the industry.

Inside Knowledge

Having worked closely with some of the biggest car manufacturers, we understand the pressure points that clients face, the importance of stakeholder engagement, and the value in finding ways to innovate without exposing the business to risk.

Learn From Experts

Working at the coalface of CaaS solutions, GTS knows what works and what doesn't. We can advise on operational structures and the most effective way to roll out different CaaS models, regionally and globally.

Change Brand Perception

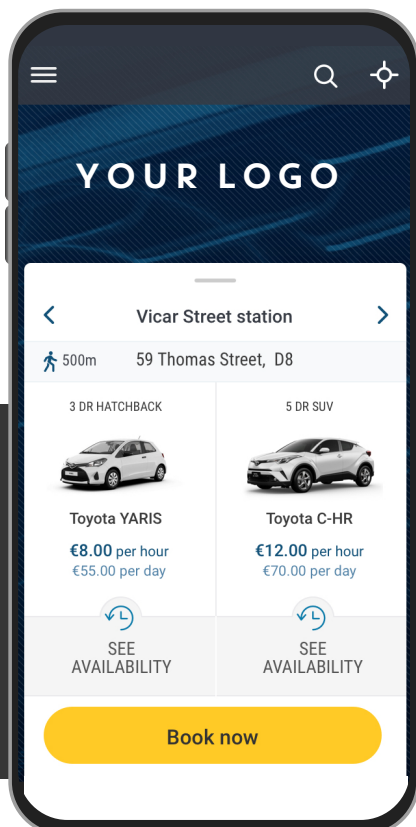
Constant engagement with customers and analysis of every touchpoint informs marketing strategies and ways to keep the car brand in people's minds. It's about showing the world that a car manufacturer has successfully transitioned into a mobility company.

Training Support

Clients must go through a huge culture change to adapt to the new market forces in the car industry. GTS can help, training people to be comfortable with a digital platform that can set up new business models in minutes.

Data-Driven Services

We aggregate data from different customer touch points across all our use cases to better understand the behaviour of customers. Collated insights are used to inform client strategies for growing CaaS propositions.



GTS By The Numbers

25+

COUNTRIES

1000+

LOCATIONS

12+

YEARS EXPERIENCE



GTS have been developing shared mobility software solutions with several OEMs for almost 15 years and we are constantly exploring innovative ways to unlock new "Car as a Service" business models and new revenue streams for OEMs.

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