

Communications App - the future of roadworks communication.

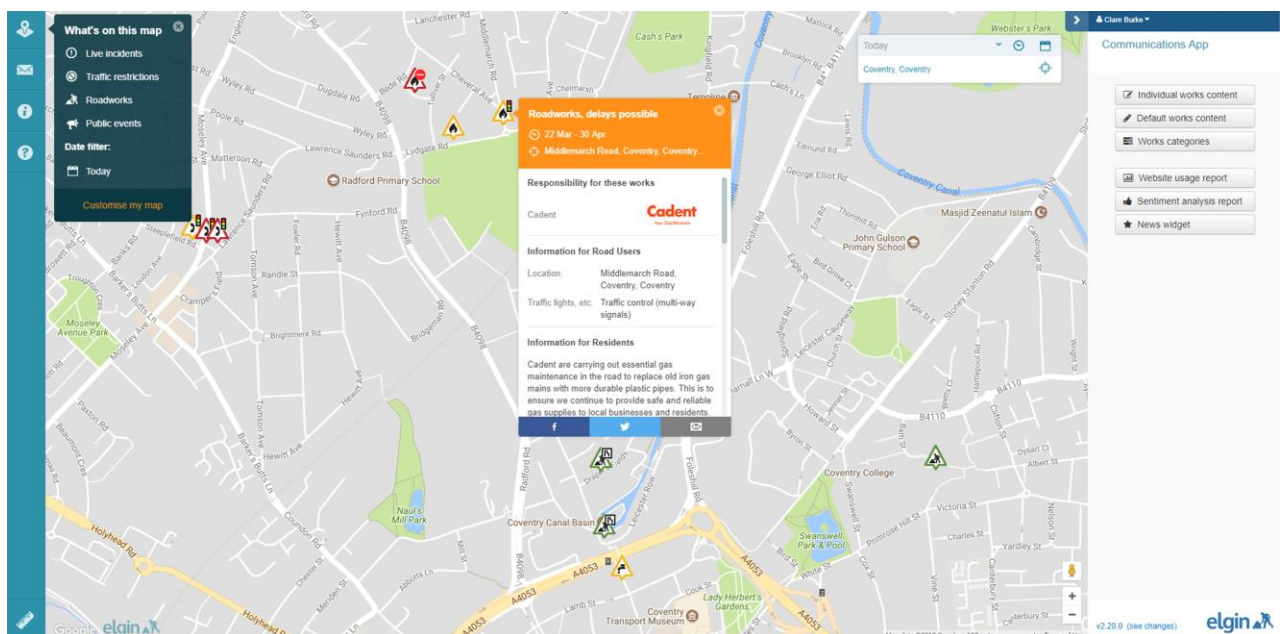
Communications App (Comms App) offers enhanced, comprehensive and consistent messaging through the UK's online roadworks and traffic disruption information channel - [roadworks.org](http://roadworks.org). It gives organisations full control over this powerful channel ensuring information about traffic restrictions, such as roadworks and events, is relevant and user-friendly, improving customer satisfaction and protecting works promoters' brand and reputation.

Hundreds of organisations are responsible for about 3 million works that take place every year, causing immense disruption to motorists and residents. Local Authorities are under pressure from residents and politicians. Utilities are increasingly scrutinised by the Regulators and by the media. Road users expect to know why a roadworks is happening and when it will be completed.



### How can Comms App help?

- Comms App radically improves information about roadworks, making it more relevant, transparent and comprehensive. Emphasising the necessity of works in a positive way, helps to improve customer satisfaction and reduce complaints.
- Full control over content of works information, protecting works promoters' brand and reputation.
- Accurate, comprehensive and timely works information to improve customer and stakeholder satisfaction feedback.
- Automated works communication for more efficient use of resources.
- Widespread, easy access to information, allowing increased self-service of enquiries and sat-nav devices, helping reduce road space occupancy and congestion.
- Cloud-based with no dependency on existing IT systems, it can be integrated and realise immediate benefits without internal IT support.



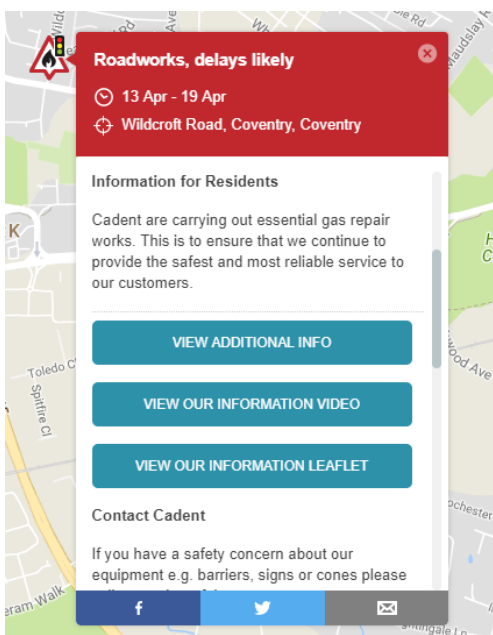
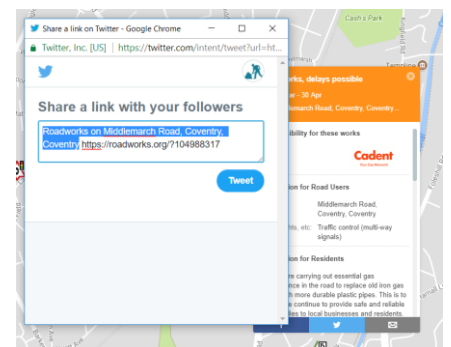
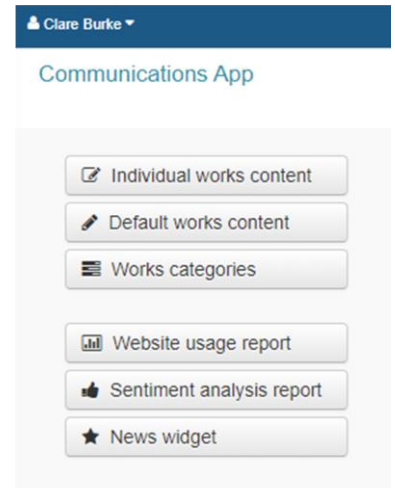
roadworks.org is It is the no.1 Google search result for ‘roadworks’ and “the primary means of accessing current roadworks information.” (SOCITM).

Each ‘self-served’ enquiry by a member of the public typically saves a Local Authority £2.68 (SOCITM) or a utility nearly £5.00 (OFGEM) - there have been nearly 20 million 'hits' or "deep click-throughs" on roadworks.org in the last 12 months (as at January 2018).

### How does Comms App work?

Comms App is a simple content management system that enables customisation of the roadworks information panel displayed on roadworks.org. This presents a comprehensive, positive, easy to understand message about the necessity of the works.

- Replace “industry jargon” with positive, meaningful information in plain English.
- Set-up default messages for different categories of works (e.g. gas main maintenance, resurfacing, emergency works, etc.) and bespoke messages for individual works.
- Add bespoke contact information and collateral such as PDF documents, web pages and videos can be linked for greater works detail.
- Publish and communicate instantly via the Promoters’ own website, roadworks.org, affiliated channels and social media.
- Generate QR codes to be used on public notices and on site works boards, driving users to the website for detailed specific works information.
- On embedded versions of roadworks.org, activate a scrolling text banner for important news.
- Monitor and measure the number of user enquiries against particular works via the analytics tool. A sentiment monitoring tool also gives feedback on the effectiveness of the information.
- Users can “follow” a roadworks and receive real-time updates via email triggered automatically by any changes.



Comms App is compatible with all ‘ETON’ streetworks systems and has no IT integration dependencies.

With intuitive design, minimal training is needed for users to quickly establish consistency of message via multiple channels. It is fully tablet and smartphone ready so can be used either in the office or at the roadside, with works and communication teams updating status information in real-time.

Comms App is available within the Elgin [roadworks.pro](http://roadworks.pro) environment – an operational toolkit for the road and streetworks industry, which supports professional users planning, coordinating and monitoring roadworks in real-time, creating traffic management and signage plans and communicating information to the public.