# MART and GATRA
Brokerage Technology Improvements

Non-Emergency Human Service Transportation Task Force

2/14/2022

Brokerage Technology Improvements

- **New Consumer Smartphone Application**:
  - FREE on all internet connected mobile devices; available on Google Play and Apple Stores
  - An efficient and user-friendly way to book and manage trips
  - Ability to track and monitor rides and receive updates on arrival and departure times
  - Members can review past trips and submit feedback directly within the application
  - Expanded utilization through distribution of flyers with QR code to download the apps throughout all Demand Response vendor vehicles

- **Enhanced Member Portal:**
  - Allows consumers to book and manage rides through any web browser
  - View past and future trips, as well as a list of all active MassHealth PT1's
    - For past trips, members can submit feedback about the trip from directly within the portal

- **New Facility Portal:** Allows facilities to book and manage rides on behalf of their clients

- **QRyde Supplier Application:** Mobile version of broker's online Vendor Portal
  - Vendors can accept or reject trips/standing orders on the go
  - Vendors can assign trips to their drivers via the app
  - Same day trip updates are reflected directly on the Drivers app, cutting communication time from the broker to dispatch, as well as dispatch to driver
  - Automated Billing

- **QRyde Driver Application:** Allows vendors to manage trips assigned to their drivers. The apps built-in GPS technology will be used to track vehicles, improve on-time performance and trip verification

- **Phone Reminders** to customers with the ETA of their scheduled ride
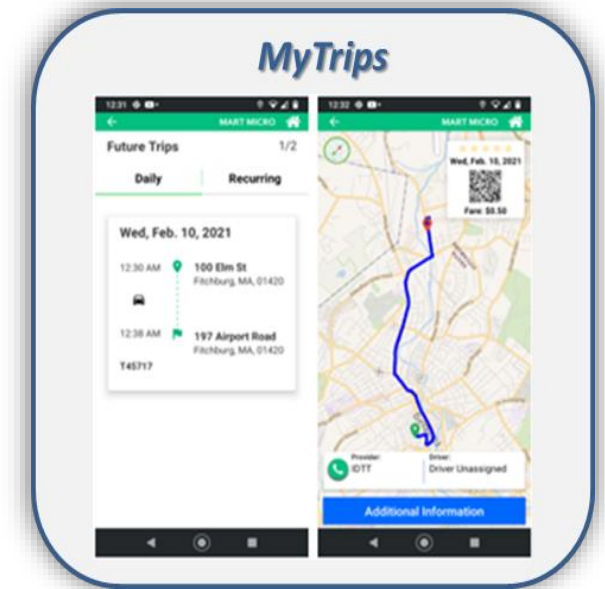
New Technologies Deployment: Vendor On-boarding

- **QRyde Supplier Application/Portal:**
  - GATRA 57 / MART 260 vendors registered; GATRA 57 / MART 146 vendors have downloaded the app
  - Allows vendors to add drivers to its portal
    - GATRA 176 / MART 407 drivers have downloaded and are Utilizing the Driver App
  - Includes GPS tracking functionality for trip verification, resolving service issues, etc.
  - Allows vendors to assign rides to drivers (mini-mobile dispatch)
  - Provides access to electronic driver manifests
 - Vendors can also push trip notifications and changes to drivers in real-time

- **Vendor Technology Onboarding Process:**
  - Vendor Focus Groups
  - **Online Videos and Tutorials**
  - Support Channels:
    - Online Chat and Dedicated Technical Support at 1-888-318-9043; Available M-F 8:30 – 7:00 PM
  - Webinars offered twice daily at 11AM and 3PM
  - GATRA / MART provide live support, electronic "how-to" step-by-step guide for all vendors; 1:1 video and/or phone support; 1:1 tutorial's utilizing screen share
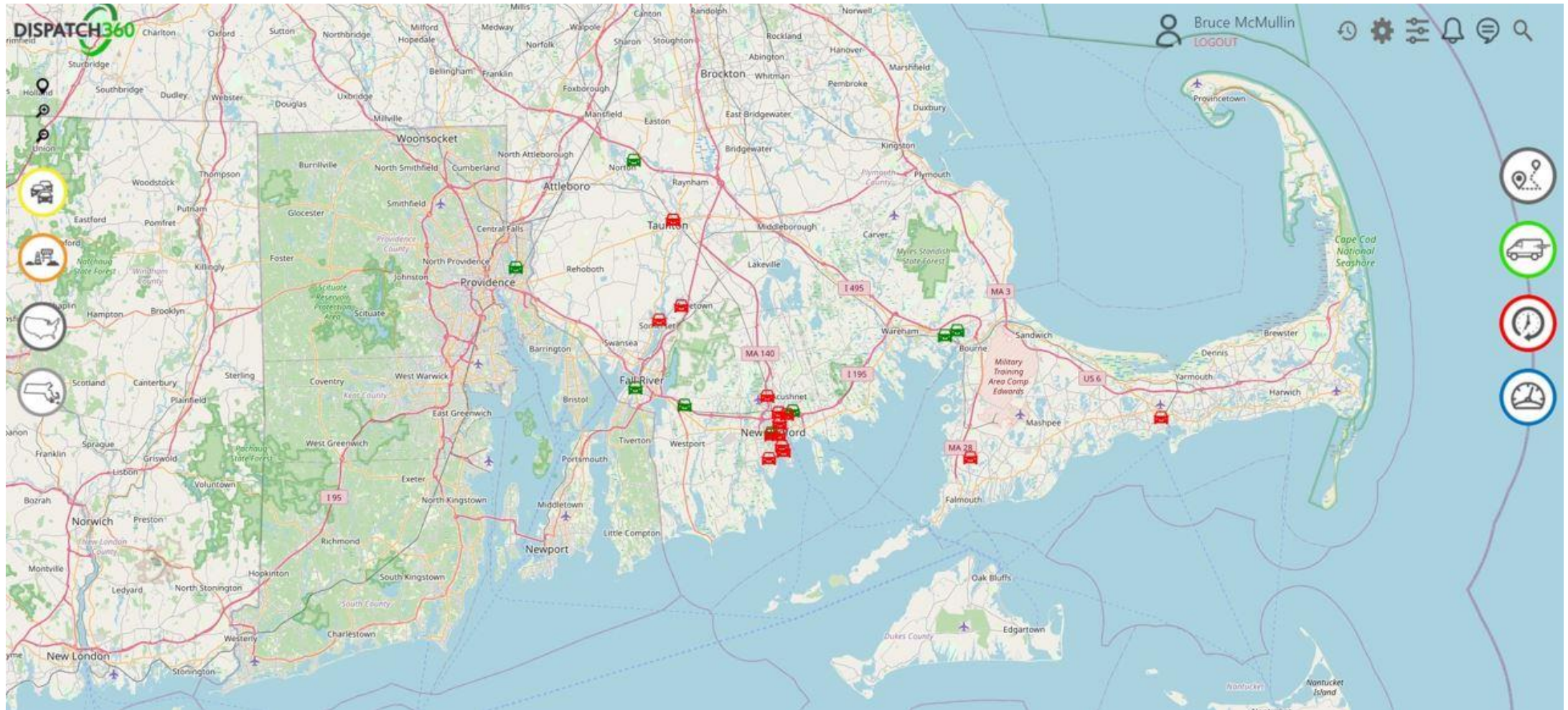
MART Vehicle Tracking

Screenshot of the vehicle tracking capabilities available on the Navigation Portal
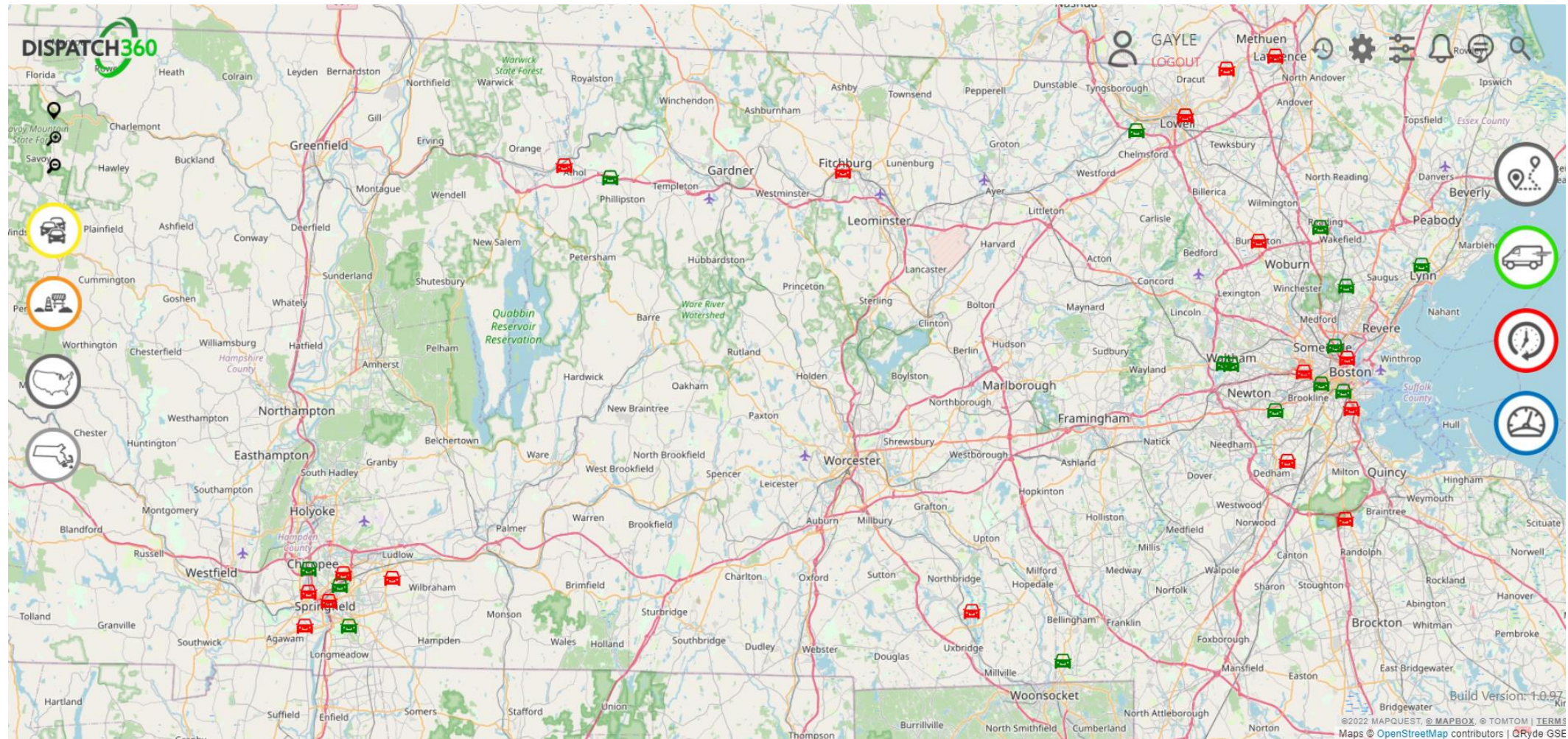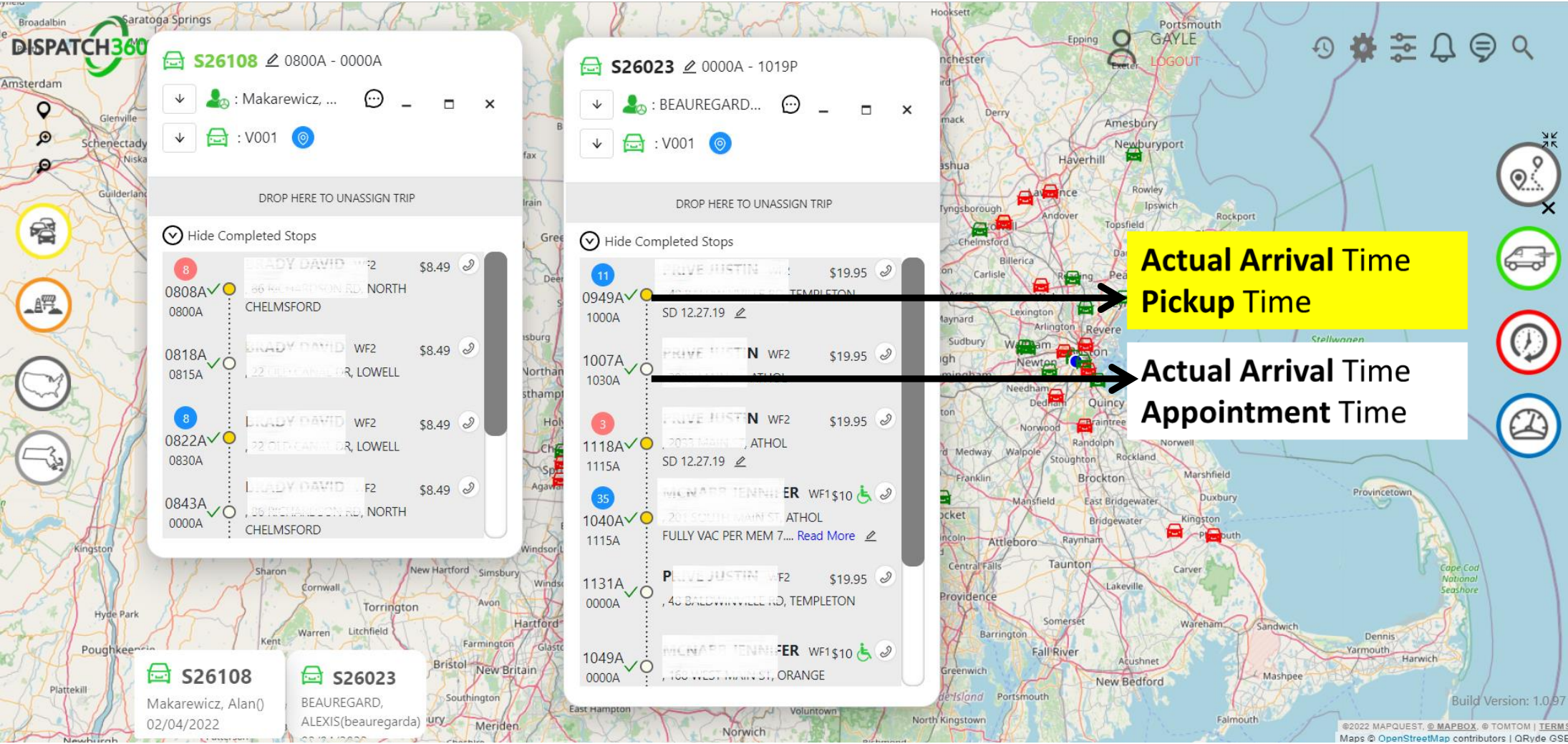
GATRA Vehicle Tracking

Screenshot of the vehicle tracking capabilities available on the Navigation Portal

On Time Performance Tracking

Example of Broker capabilities to track on time performance for various metrics and information available on each driver and trip:

On Time Performance Trends:

- Performance Criteria:
  - Allowed Time Windows for Ambulatory and WC trips
- Performance Scoring by:
  - Vendor Total Score
  - Vendor Average Score
  - On time Trips as a % of total
    - For All Vendors
    - By a Specific Vendor
    - By Driver by Vendor
  - Total Trips Assigned by Supplier App and as a % of total assigned trips
  - Total Trips tracked/recorded on the Driver App and as a % of total
- How MART / GATRA Utilize Vendor Performance Scoring:
  - Track on-time arrival via GPS functionality to measure performance
  - Analyze vendor performance / compliance with contract performance standards. Failure to meet established standard results in:
    - Reduced volume of work
    - Establishment of Corrective Action Plans
    - Suspension of drivers and/or vendors
   - Contract Termination

MART Call Center Investments

- 43 Multi-lingual (56 total) Call Center Agents / 3 Supervisors / 1 Call Center Manager:
  - Available Monday – Friday from 7AM-7PM EST
  - Languages available via in house staff: English, Spanish and Russian
  - Language line available for all staff to access for any other consumer language needs

- Added a third-party call center for increased customer service
  - Reduced call hold times
  - Achieved compliance with time to answer and call abandonment standards in HST contract
  - Improved customer experience offering a comprehensive 24/7 and weekend call support for consumers
  - Enhanced business continuity for both regular business hours and after-hours consumer needs

- Upgrading Call Center software with major benefits to MART, as well as our members
  - Some of the features are:
    - Advanced integration with our trip booking software:
      - When a member's call is answered, this new feature automatically pulls up the member's profile within our trip booking software for quicker service and reduced call handling times
    - Advanced Quality Management: Cutting-edge scorecards and agent evaluation methods
    - Skills-based call routing based on customer requested language preference, including ATT Language Line
    - New and improved post call survey to gather additional feedback from members to improve customer service

Second MART Operations Center
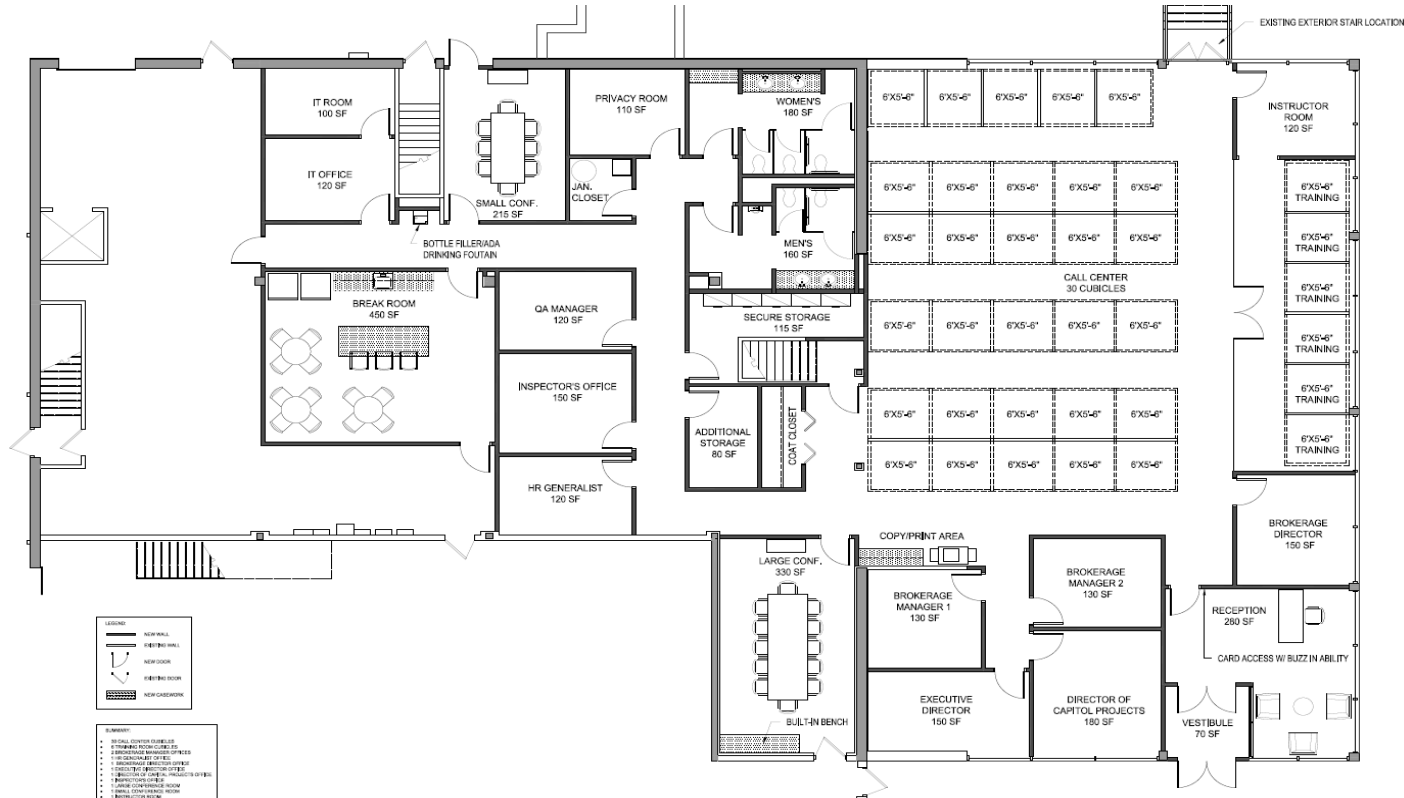
Features:
- State of the Art design
- Capacity for 45 employees
- Dedicated training space
- Telcom Upgrades and Enhanced IT infrastructure
- Voice & Data redundancy
- Disaster Recovery Continuity

GATRA Call Center Investments

- 11 Call Center Agents, 4 Supervisors and 1 Office Manager:
  - Available Monday – Friday from 7AM-6PM EST
  - Languages available via in house staff: English, Spanish and Portuguese
  - Language line available for all staff to access for any other consumer language needs

- Finalizing Implementation of 3rd party Call Center for increased customer service, which will result in:
  - Improved customer experience by offering a comprehensive 24/7 and weekend support experience for consumers
  - Reduced wait times for callers
  - Enhanced business continuity

- Upgrading Call Center software with major benefits to GATRA, as well as our members
  - Some of the features are:
    - Skills-based routing to ensure callers speaking Spanish/Portuguese are routed to a CSR capable of communicating in that language without the need to be manually transferred
    - Advanced Quality Management: Cutting-edge scorecards and agent evaluation methods