



Home Directory

Digital Solutions

Snapper Services

Working Together to Improve Public Transit

By Miki Szikszai, CEO and Founder of Snapper Services

A collaborative, feedback-rich environment in any business can ignite innovation and creative problem-solving, fostering a culture of continuous improvement and driving performance to new heights.

This applies to intelligent transport solution (ITS) providers too. Collaboration between stakeholders and transit managers is crucial to maximising output and developing systems that not only meet but exceed the needs of operators and authorities.

At Snapper Services we recognise the value of working together and embracing feedback to drive progress. Our Mosaic Transit Intelligence Suite, launched last year, is designed to enhance public transit experiences through data analytics. Since its introduction, we've been actively engaging with Mosaic Insights users to refine and expand the suite based on their valuable input.

Creating a Unified Transit Ecosystem

When developing transit solutions, it can be easy to work in isolation, treating each product as a standalone solution. We are working hard to break away from this approach by creating a system that integrates seamlessly with other platforms, which is critical to embracing a collaborative spirit.

We've designed an off-the-shelf product that enhances and integrates with existing technologies, aiming to transform the transit sector through shared data and collective feedback.

Right: Miki Szikszai, CEO and Founder, Snapper Services



Left: Sam Greaves, Commercial Manager, Liberty Bus

Harnessing the Power of Customer Feedback

As a leader in transit technology, we focus on understanding how our system works for our partners and customers. We have been working closely with Tower Transit, which operates the Liberty Bus Network in Jersey. Tower Transit has had access to Mosaic Insights since early 2024.

Sam Greaves, the organisation's Commercial Manager, with nearly 30 years of experience in the transit sector, has been sharing his feedback since the start. *"Data insights are fundamental to understanding the evolving needs of transit users. They help us anticipate trends, optimise services and make informed decisions that*



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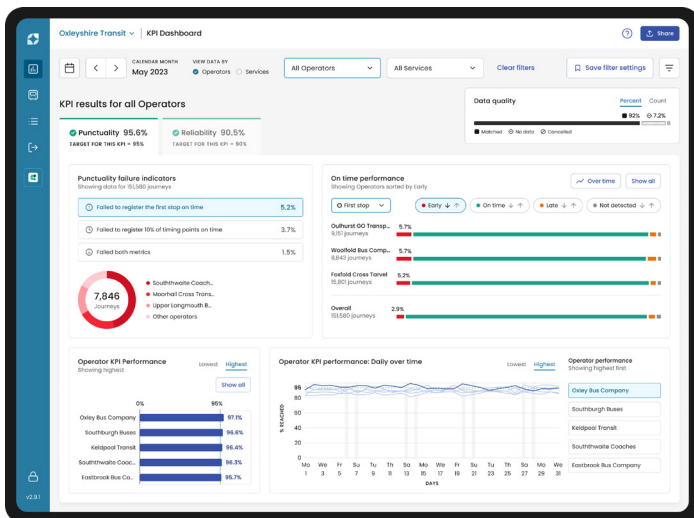
Sam Greaves, Commercial Manager, Liberty Bus

drive efficiency. But ultimately, our mission is to create an exceptional experience for passengers. They are at the heart of everything we do,” he said.

Fostering improvement with open dialogue and shared goals can create a meaningful, real-world impact. Our user experience (UX) team works with customers and industry experts like Sam to uncover key challenges and make it more impactful while evolving to meet the broader needs of the industry. *“What has been great for me is knowing that the conversations I’m having with the team are making a difference. I’m involved in the development process and my insights are valued, which is incredibly motivating,”* he said.

Feedback is essential for ensuring ITS and data solutions can effectively address the needs of public transit professionals. *“I’m almost as proud of what that team is doing with this system as they are,”* he said.

Nick Parfene, Snapper Services Chief Technology Officer explains: *“The development and UX teams actively seek and reflect on all feedback received to understand the challenges operators and authorities face. This insight helps us tailor Mosaiq Insights to address these challenges effectively on a broader scale and evaluate where we can have the most impact.”*



KPI dashboard

Prioritising the User Experience

Sam’s feedback has been instrumental in guiding the development of Mosaiq Insights. We continuously refine the system to meet the evolving needs of the transit industry, maintaining a user-centred design at the core of our process. Our UX team uses various research techniques to understand the unique needs of the sector, ensuring our solutions drive effective outcomes.

Speaking with end-users like Sam helps address critical challenges. Snapper Services Head of UX, Richard Nichol explains: *“We are committed to delivering an outstanding UX by focusing on real, validated user needs, ensuring our solutions seamlessly integrate into existing workflows and drive meaningful improvements across bus operations and public transit.”*

This commitment ensures that every aspect of Mosaiq Insights is meticulously designed to enhance the user experience. We apply our deep understanding to produce intuitive interfaces and seamless interactions that elevate productivity and ease of use.

Sam adds: *“The Mosaiq team is very good with data, they understand bus data and the real insights needed to improve bus operations, which is really valuable.”*

A Vision for a Connected Future

As more transit operators and authorities embrace data solutions to improve service delivery, fostering a culture of collaboration among all stakeholders will be essential. At Snapper Services, we are dedicated to working closely with our customers and partners to drive the transit industry towards a smarter, more connected future.

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