



Driven by People.

# Driving the Future: *AI in Transit*





# Harnessing the power of AI for improved transit outcomes

MV Transportation has made developing and implementing AI-based solutions that enhance customer experience, improve operations and reduce costs a centerpiece of its market-leading innovation strategy. Since early 2024, we have been investing in AI-based solutions to benefit our customers, and our initial successes have paved the way for our current, far broader efforts. As an example, we turned a major workforce challenge – vehicle operator turnover -- into a blueprint for stronger retention, compliance, safety, customer service and long-term business impact through a first of its kind, exclusive partnership with CloudFactory, a leading AI-focused platform.

## From Shortage to Success: The MV Transportation Story

MV Transportation deployed custom AI across its vehicle operator employee lifecycle. Beginning with recruitment and extending through the first year of employment, when most turnover and operator errors occur, this innovative process ensures a better match between operators and their role while monitoring progress and alerting leaders of potential issues in time for corrective actions focused on retention and operator success. By embedding intelligence at critical points along this lifecycle, MV transformed a major workforce challenge into an industry leading capability, achieving measurable and significant improvements in retention and performance.

### GAME-CHANGING RESULTS

- ✓ **50% improvement** in year-over-year turnover rates
- ✓ **Significant decrease** in safety-related incidents due to safer, higher-tenured drivers
- ✓ **Improved customer experience and operational consistency** due to reduced driver turnover and better attendance.
- ✓ **Self-Improving system** that gets smarter and more accurate over time with every additional element of data the system consumes
- ✓ **Cultural transformation:** by reducing turnover and underscoring our commitment to our front-line teammates, local culture has continued to improve, fostering a team-focused culture of collaboration focused on the best possible passenger experience

*“What the MV Transportation Data, Analytics and AI team have done in partnership with CloudFactory – pulling data from spreadsheets, legacy systems, even people's heads—and turning it into something structured and highly impactful—has been a game changer. We've figured out how to utilize disparate data sources to create an AI-based platform that drives measurable and significant business results.”*

*- Stephanie Doughty, VP of Professional Services, MV Transportation*



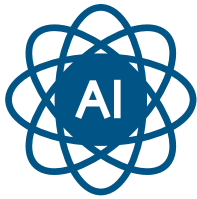
# Looking Forward: Our Roadmap for New and Innovative AI Based Solutions

Fueled by the success of this turnover initiative and other early efforts, our 12-month solutions roadmap is filled with additional initiatives to improve safety, enhance the passenger experience and increase service productivity - while reducing costs for our clients. A few of the exciting solutions we have on our AI Roadmap include:



## Transit Planning and Simulation

Enables MV and our clients to rapidly reimagine their transit service, considering historical and predicted future events, such as special events, traffic patterns, weather, census data, etc. This includes projecting the implementation or expansion of microtransit into fixed-routes or commingling with paratransit in hours, not days or weeks.



## Legacy Platform AI Agents

Near Real-Time AI agents that spot issues and prompt dispatchers while there is still time to implement corrective action, protecting the service and preserving the passenger experience. Conversational AI can also be utilized to simulate changes and predict outcomes. These agents will help improve operations, improve customer service, and realize some of the benefits of modern platforms.



## Dynamic Scheduling and Routing

Building on the two previous initiatives, MV expects to be able to integrate with Legacy Platforms to enable near real-time dynamic scheduling and routing within Legacy systems, with the ability to automate and simplify changes based on the reality of the challenges dispatchers face every day.



## Call Center Empowered AI

Implementation of "Human Like" AI Call Center Agents integrated with legacy systems, enabling improved speed to answer, quality, cost and customer satisfaction. These agents will be able to perform creation of new reservations, change reservations, cancel reservations, and provide "Where's My Ride" functionality. Over time these agents will be able to perform trip negotiations, suggest subscriptions, perform outgoing calls/texts to confirm rides, and answer frequently asked questions, where the client supports such functionality.

*The above innovative efforts to benefit our clients and passengers are an excellent example of the major investments we have been making during our three-year journey to the New MV. In addition to significant improvements in operations through the best talent in the industry implementing our proprietary MV Way operating system and major investments in safety training, we have built an innovation engine through our outstanding technology team. As excited as we are about these developments, we are even more excited about what we will be able to deliver in the months and years ahead, as our commitment to continual improvement drives further improvements and innovations for the benefit of our passengers and clients.*

# Your Enterprise Can Achieve Similar Results

This isn't just a transportation success story, it shows what happens when industry expertise and AI come together. With MV Transportation as a transit leader and CloudFactory as its exclusive AI partner, the collaboration turned a tough workforce challenge into lasting improvements in retention, safety, and performance. The same approach can be applied in other applications: pairing business knowledge with AI expertise to solve your real-world problems and deliver measurable results.

## MV Transportation

*MV Transportation is the largest US-based private provider of public transit services. With operations across paratransit, fixed-route, microtransit, shuttle, and student transportation, MV is trusted by cities and communities across the US and Canada to deliver safe, reliable, and accessible mobility solutions. Technology is a core pillar of the New MV. We've made significant investments in AI to improve safety, employee engagement, customer experience and client success, and productivity. At MV, we believe technology is the key to scalability—and we're building the infrastructure now to meet the transportation demands of tomorrow.*

## CloudFactory

*CloudFactory is a global leader in AI enablement and has an exclusive partnership with MV Transportation in the Transit Industry. We help businesses apply AI to everyday operations so they can work smarter and more efficiently. We make AI practical, reliable, and easy to use. Our focus is on solving real business challenges—like improving hiring, reducing turnover, and supporting long-term growth—so organizations can get measurable results that last.*

## Ask Us About:

Conversational AI · Predictive Analytics · Agentic AI

**Turn Your Data Into Your Competitive Advantage**

