

ITS.BE PRESENTATION

**WHO GUIDES ROAD USERS?
THE ROAD AUTHORITY OR THE NAVIGATION?**

INTRODUCING

Wouter and TripService

Wouter Giesen

Co-owner

Sales & Marketing

wouter@tripservice.nl

TripService

Since 2019

Market leader in navigation collaboration

Active in multiple countries





AGENDA

Program and content

Digital Traffic Management

TripService - products

Projects

Who controls road users?



DIGITAL TRAFFIC MANAGEMENT



WHY ARE WE DOING THIS?

Digitization, why?

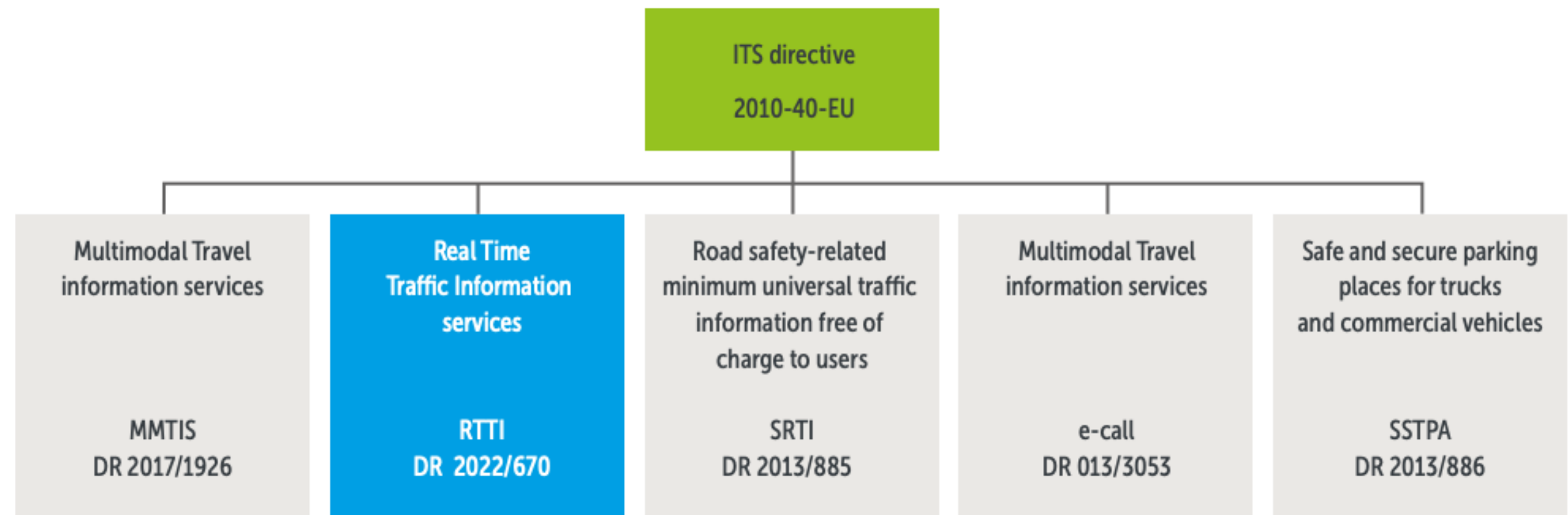


Guidelines & Regulations

- ITS-directive
- RTTI
- SRTI

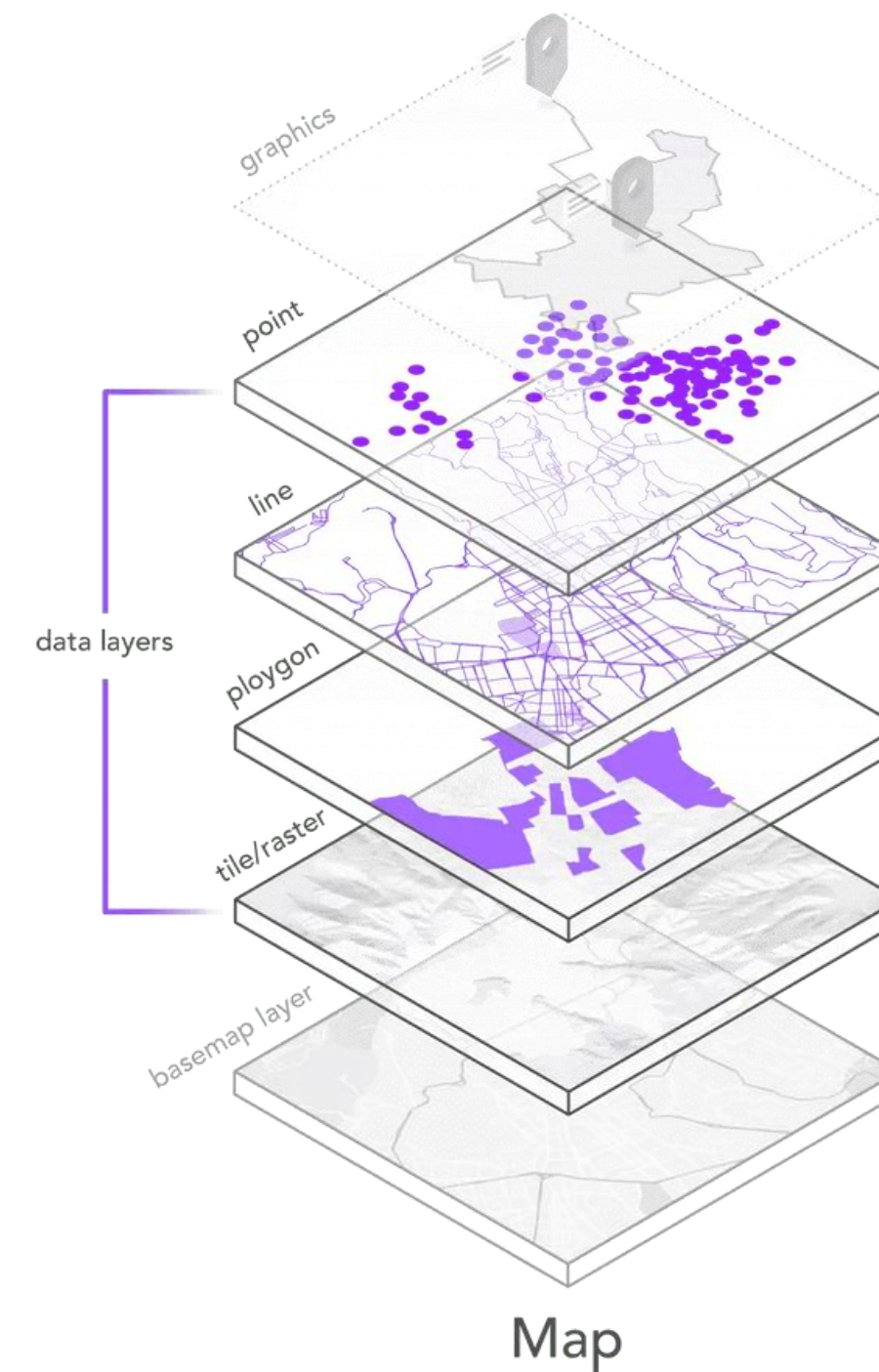
European projects

- RTTI task force
- 5-star rating
- NAPcore
- TISgrade



WHAT ARE THE ISSUES?

- New roads are not included in the navigation system.
- Roads will not be closed on time
- Closures are not removed on time
- Navigation directs traffic through residential areas





POSSIBILITIES AND IMPOSSIBILITIES

Possibilities:

- Infrastructure modifications
- Road closures
- Local traffic

Impossibilities:

- Detour routes
- Prioritizing routes

DATA SHARING



Road administrator →

DATA SOURCES


MADRID



Vlaams Verkeerscentrum



Vlaamse overheid



NAVIGATION



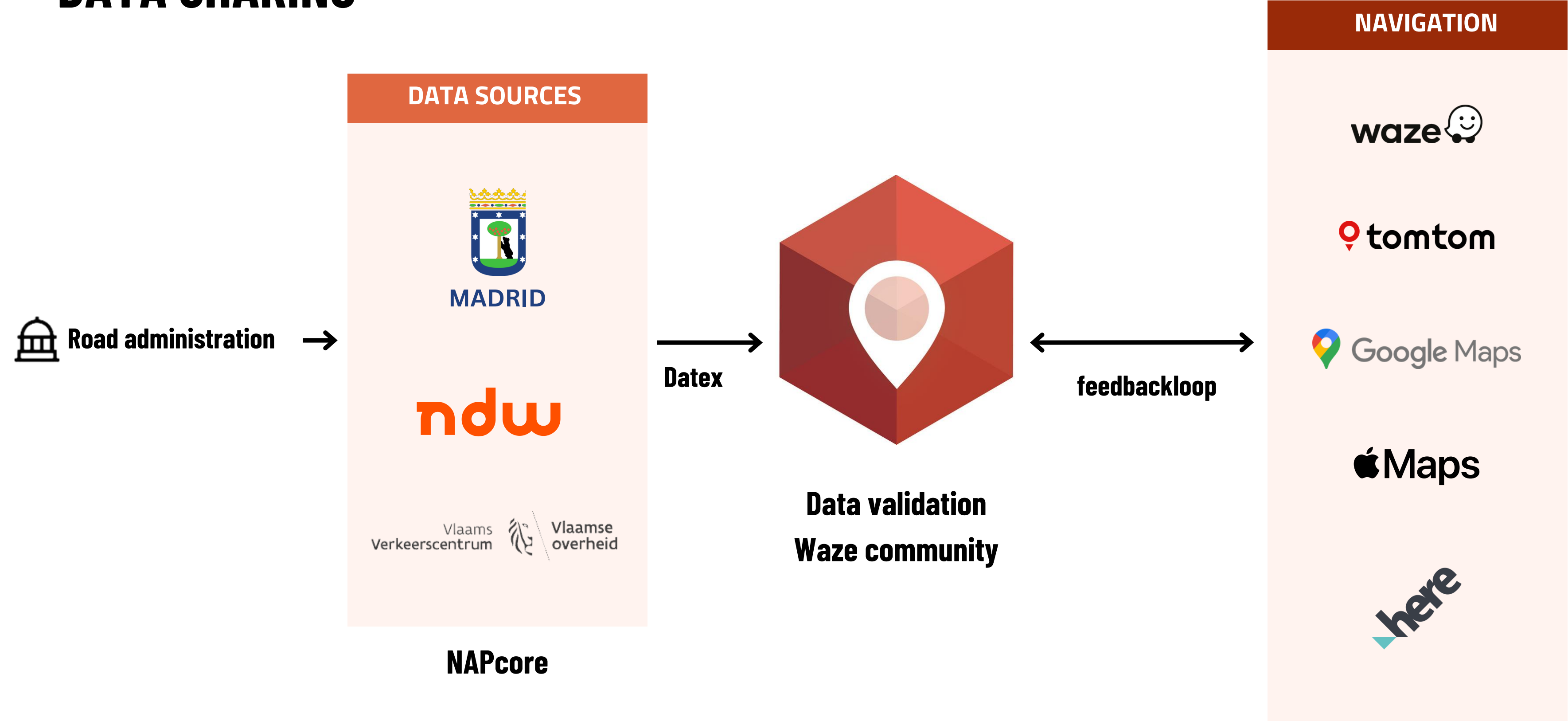








DATA SHARING



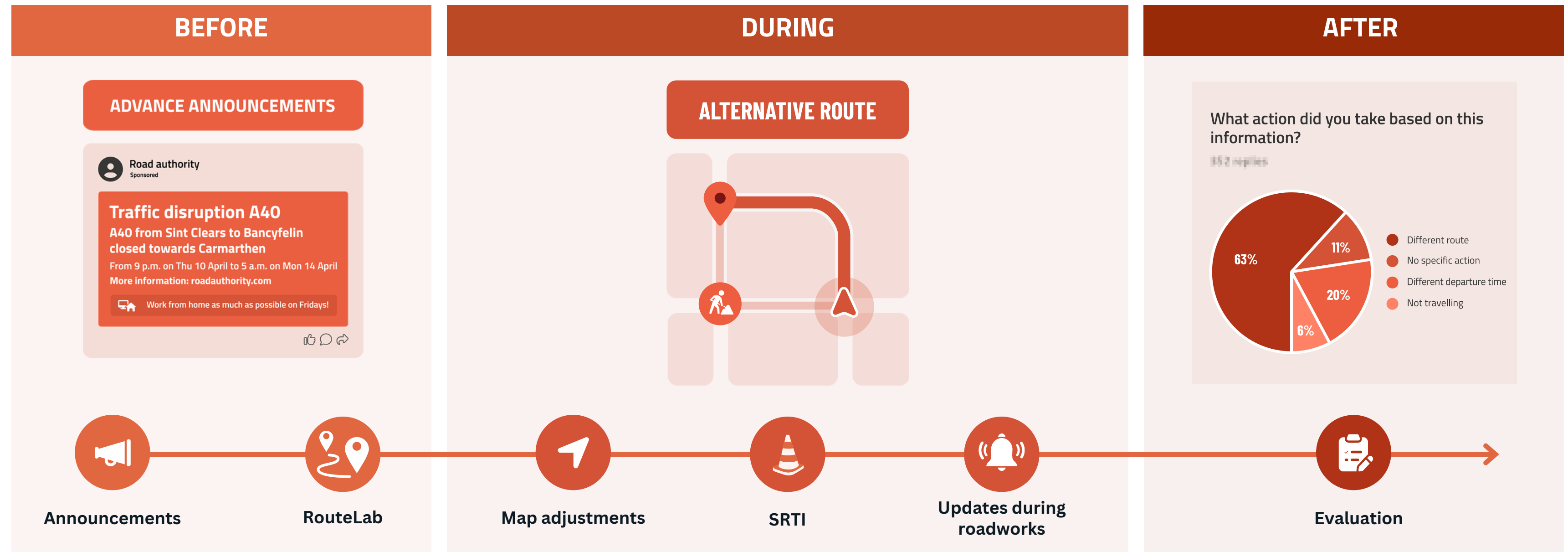


TRIPSERVICE ROLE



DIGITAL TRAFFIC MANAGEMENT

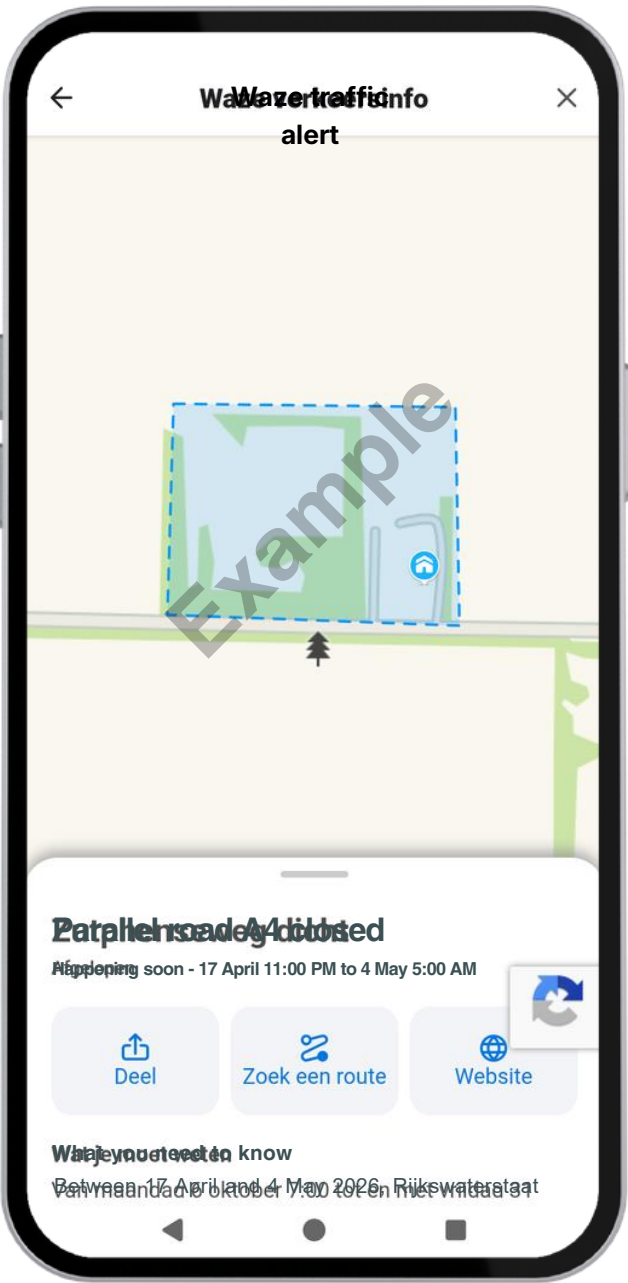
Online Traffic Management



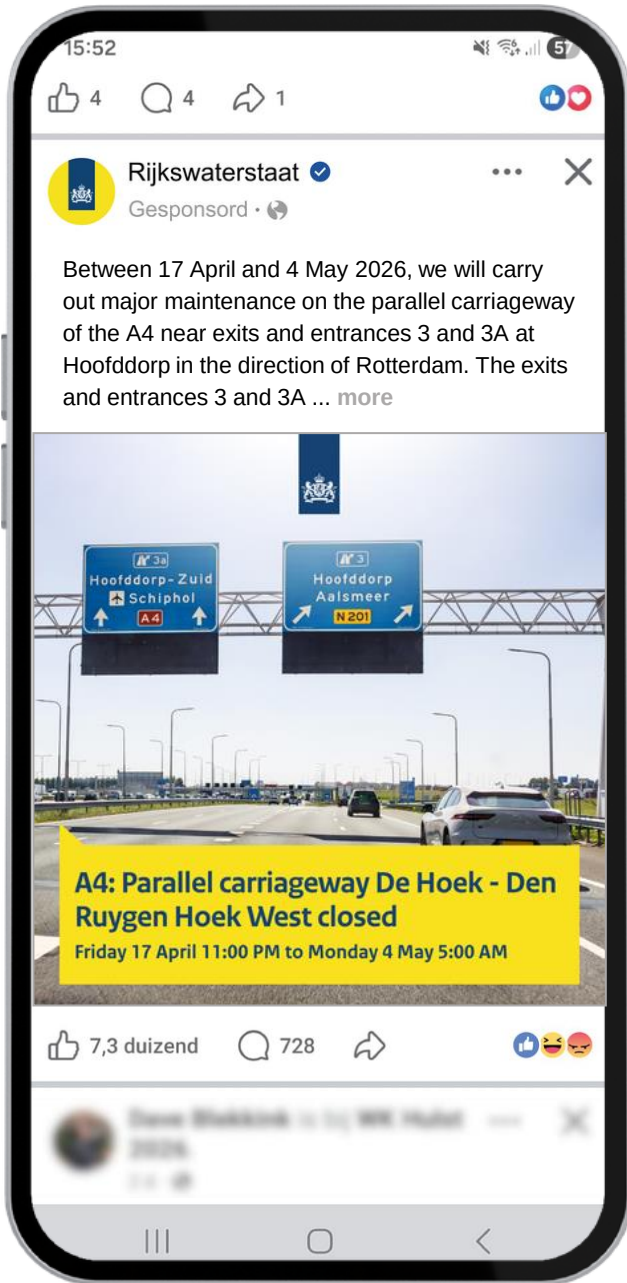
WE INFORM IN THE FOLLOWING PLATFORMS



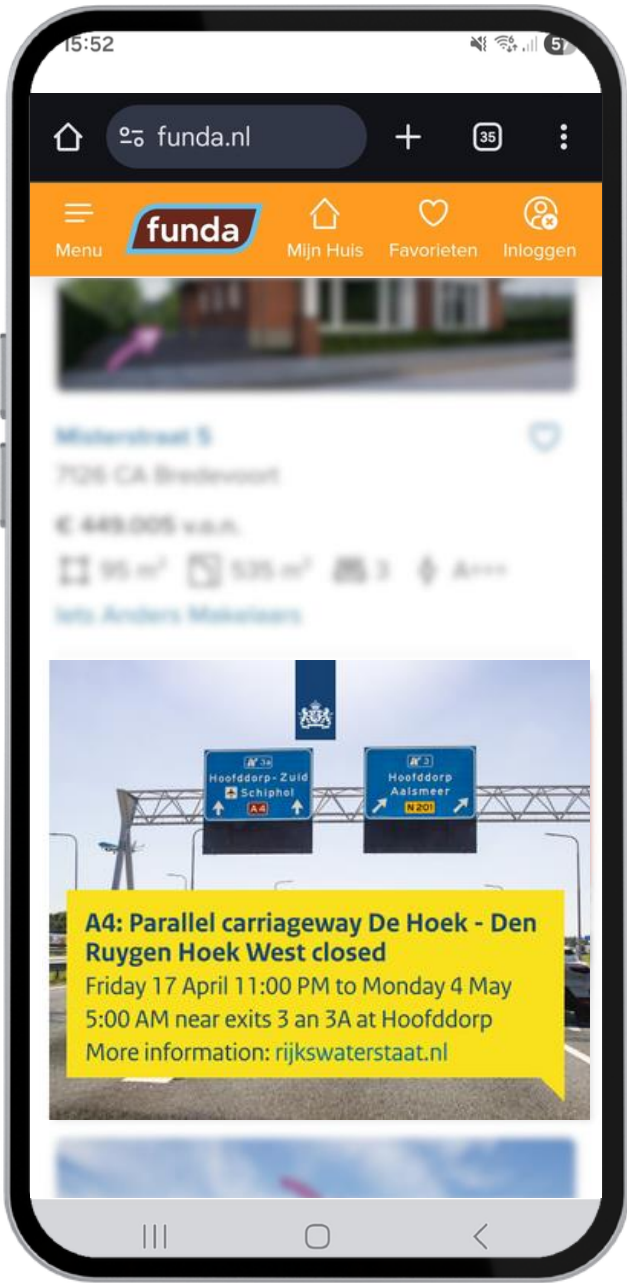
Navigation



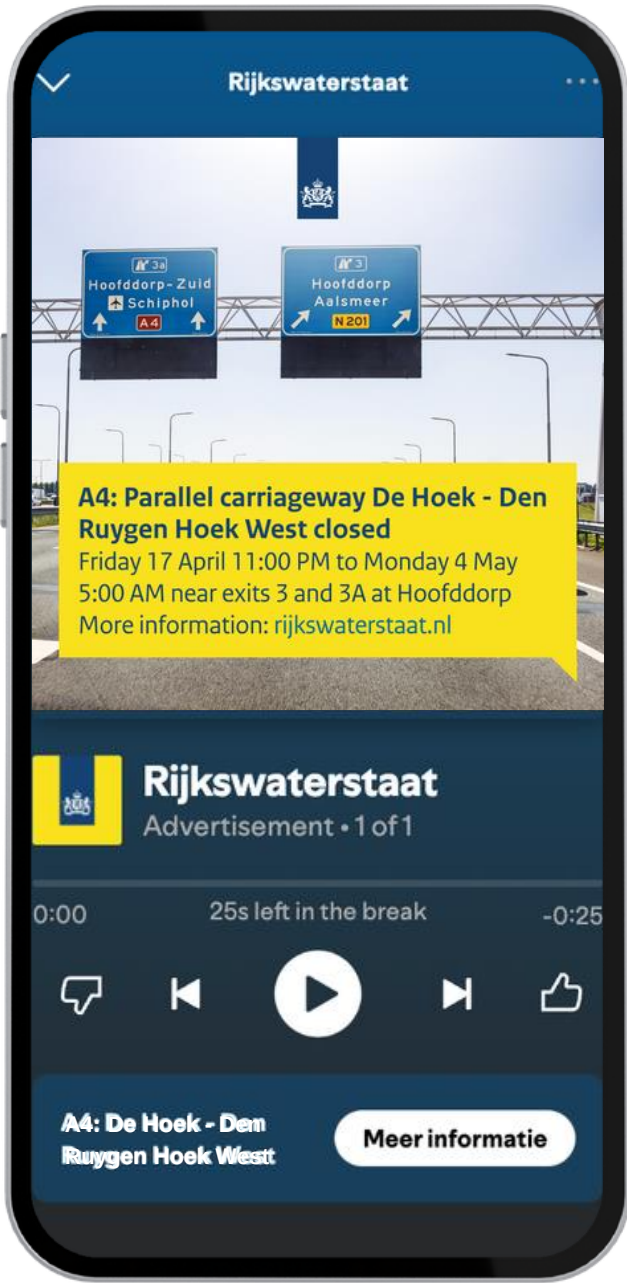
Social



Online

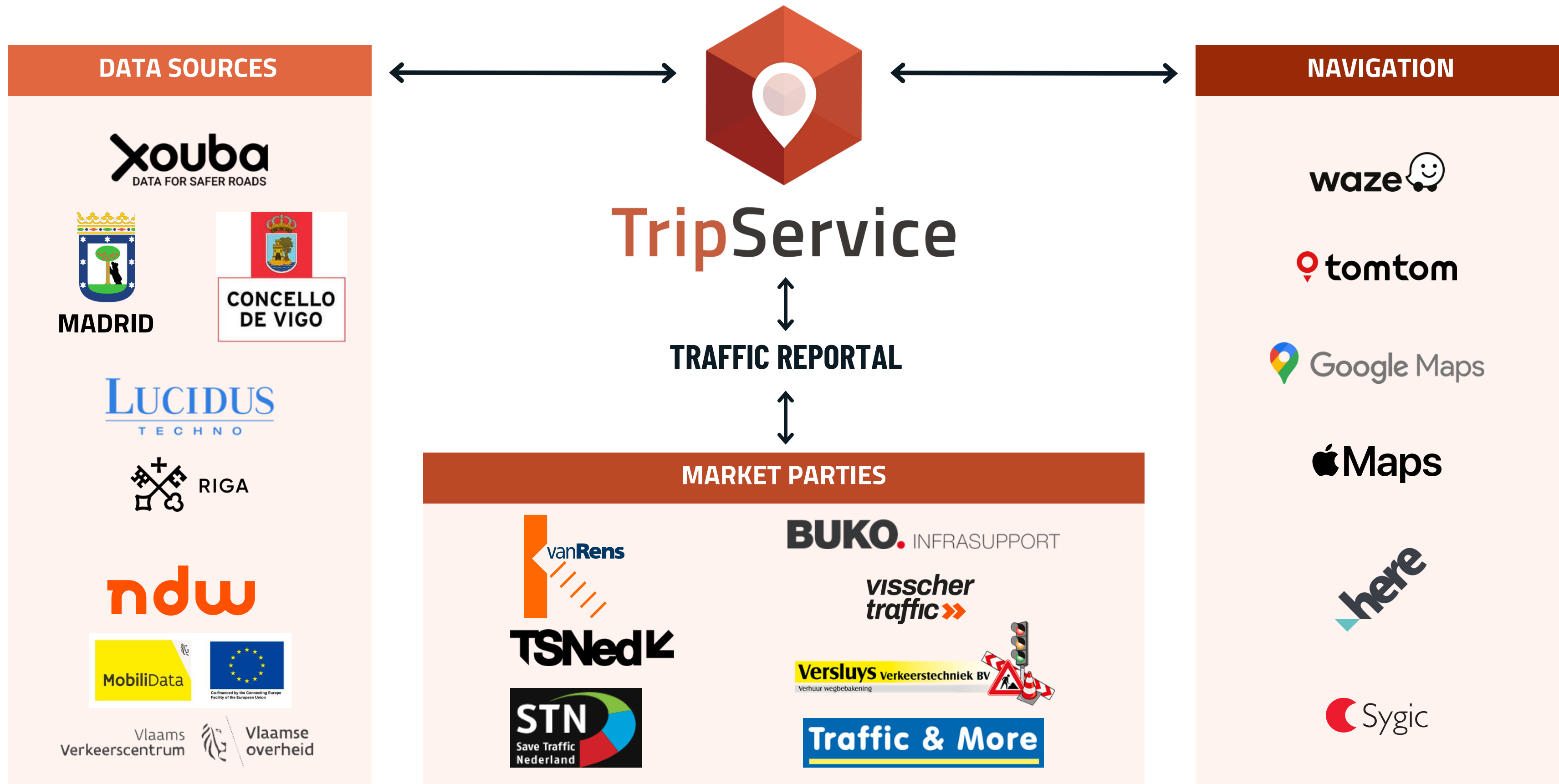


Audio



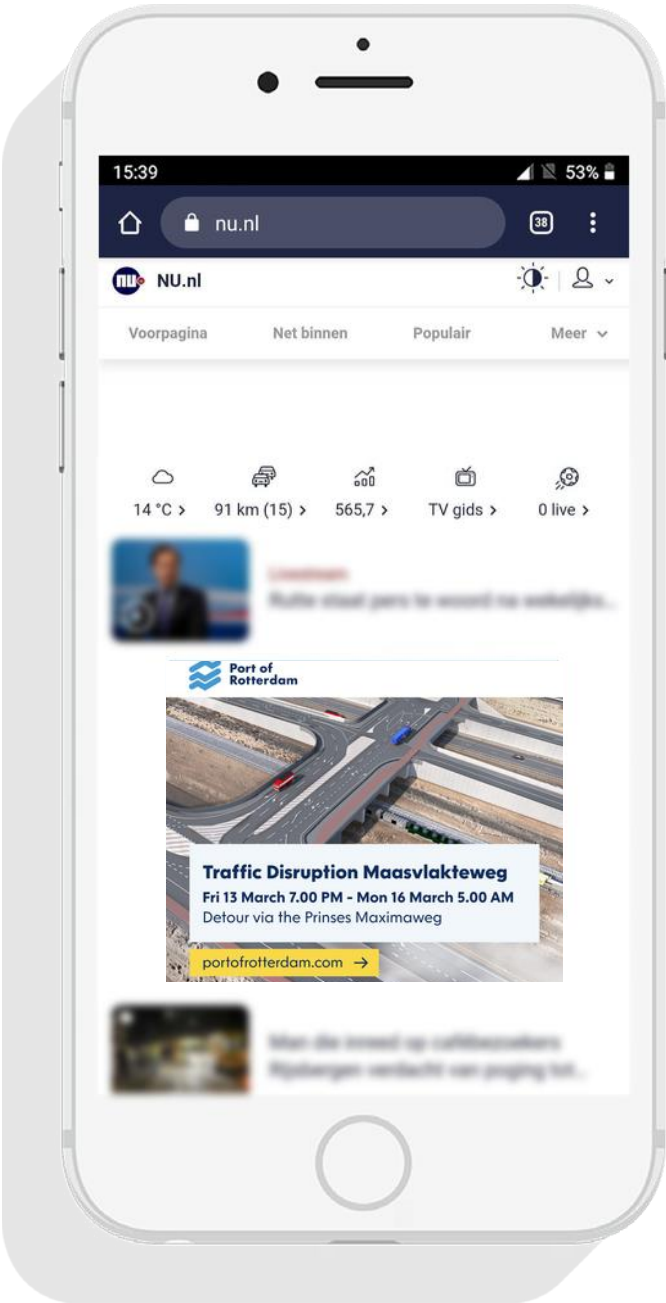
DOOH





POST-TRIP ANALYSIS

Insight into results and sentiment



49K

Waze

The number of notifications sent to users of the app.

187K

Spotify

The total number of advertisements played.

1,6M

Meta

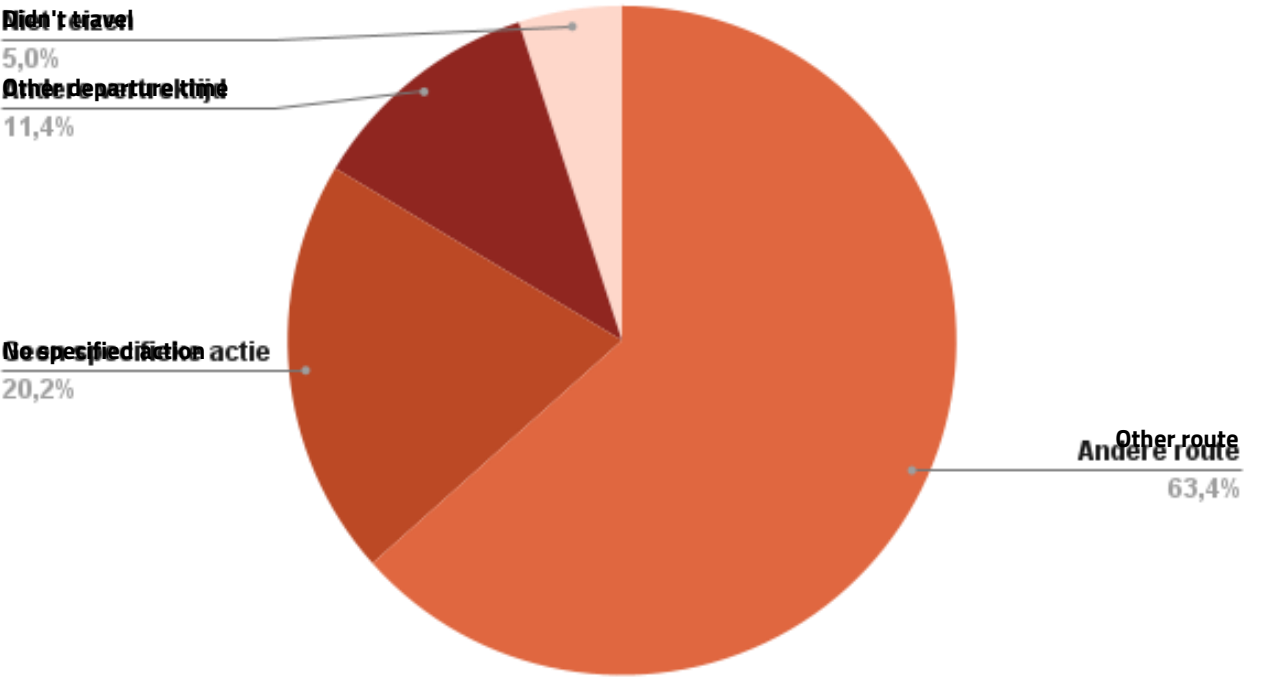
All advertisements that users have seen on a screen.

5,5M

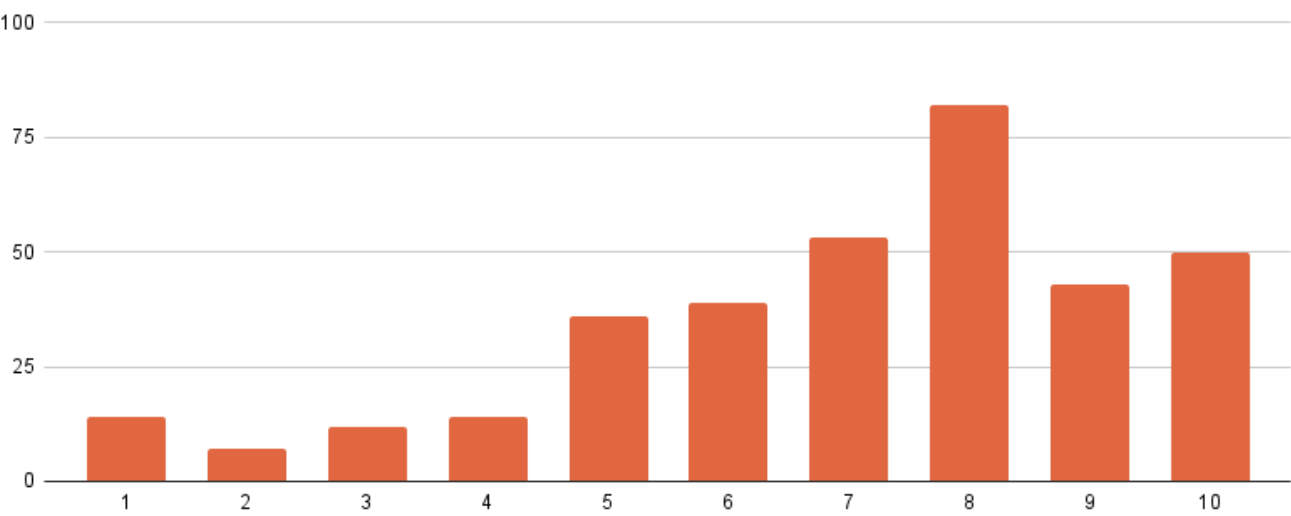
Google Display

All advertisements that the target group has seen on a screen.

What action did you take upon the received information?
Welke actie heeft u ondernomen op basis van deze informatie?



The road authority communicated well about the road works
De wegbeheerder heeft het goed over de wegwerken

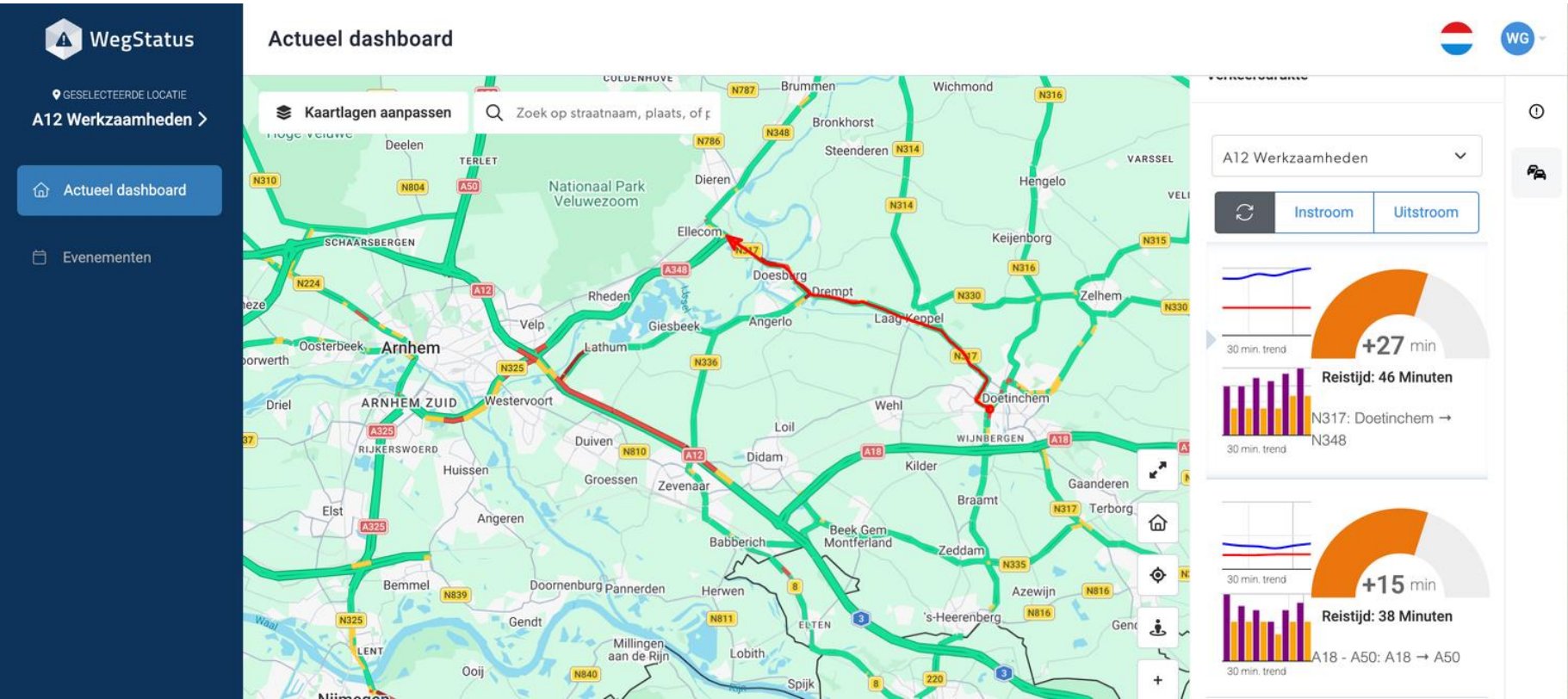


ROADWORK TRAFFIC DASHBOARD

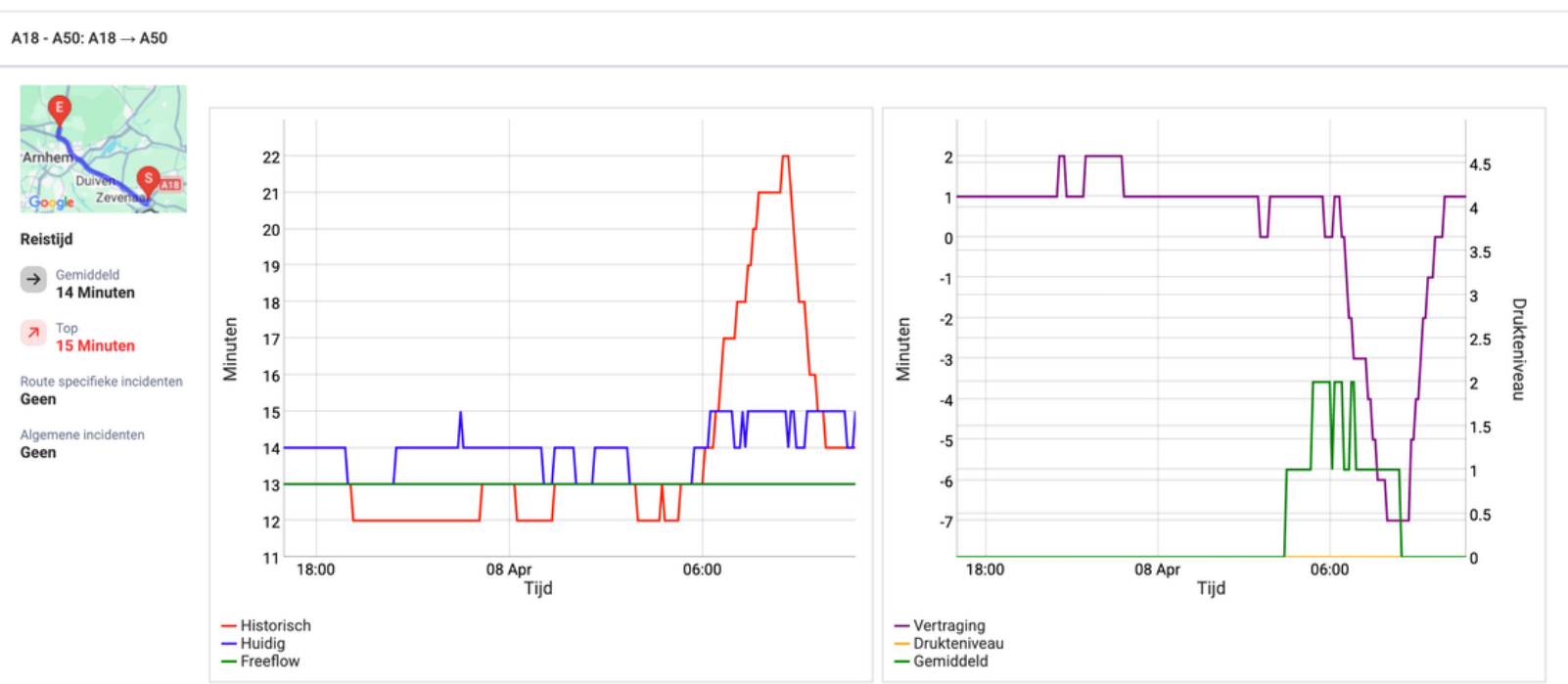
Monitoring key routes



Thursday, April 9 – morning rush hour– start of road closure toward Utrecht



Wednesday, April 8 – morning rush hour





PROJECTS

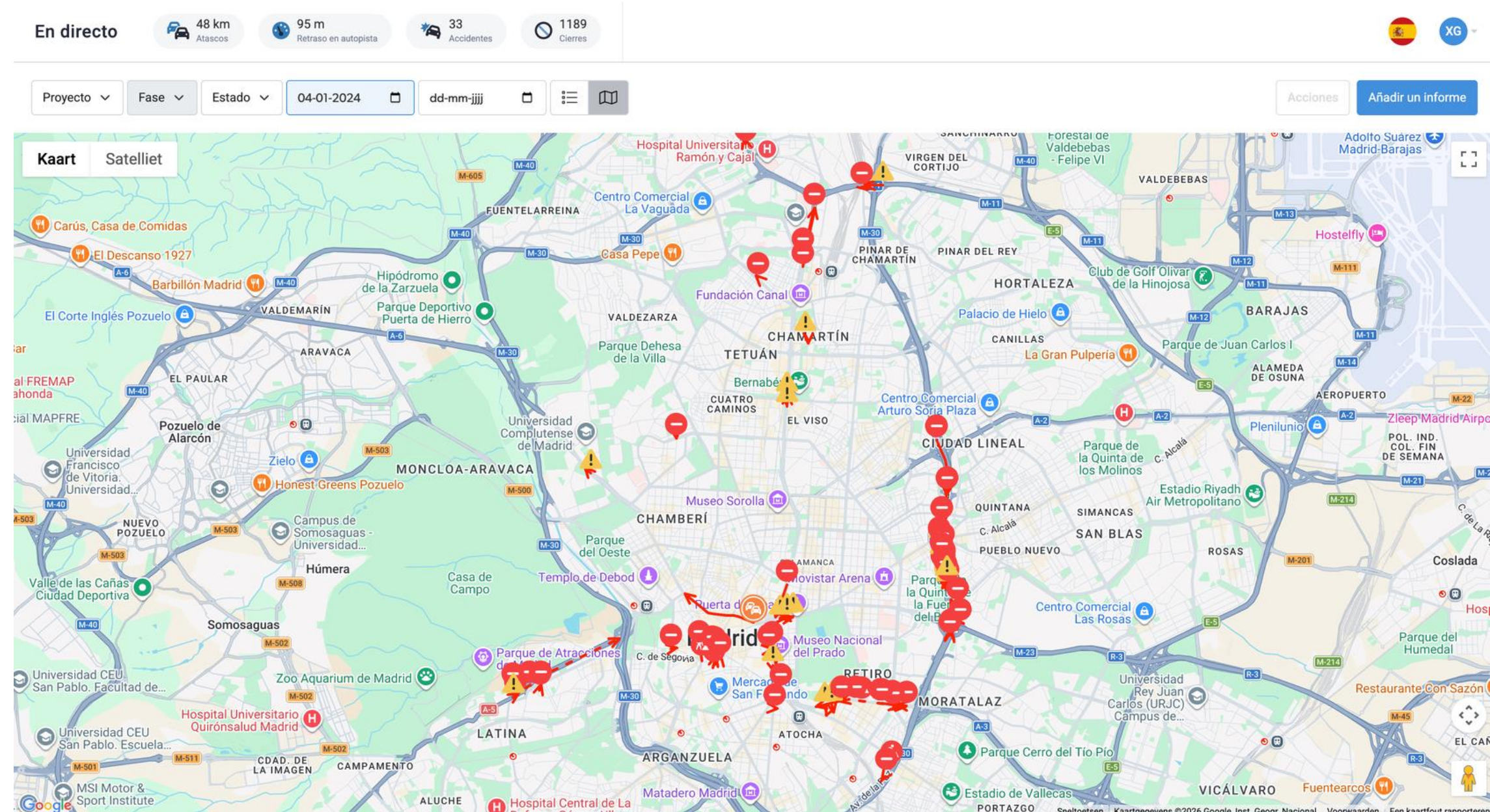


CITY OF MADRID

Cooperation between navigation systems

What do we do?

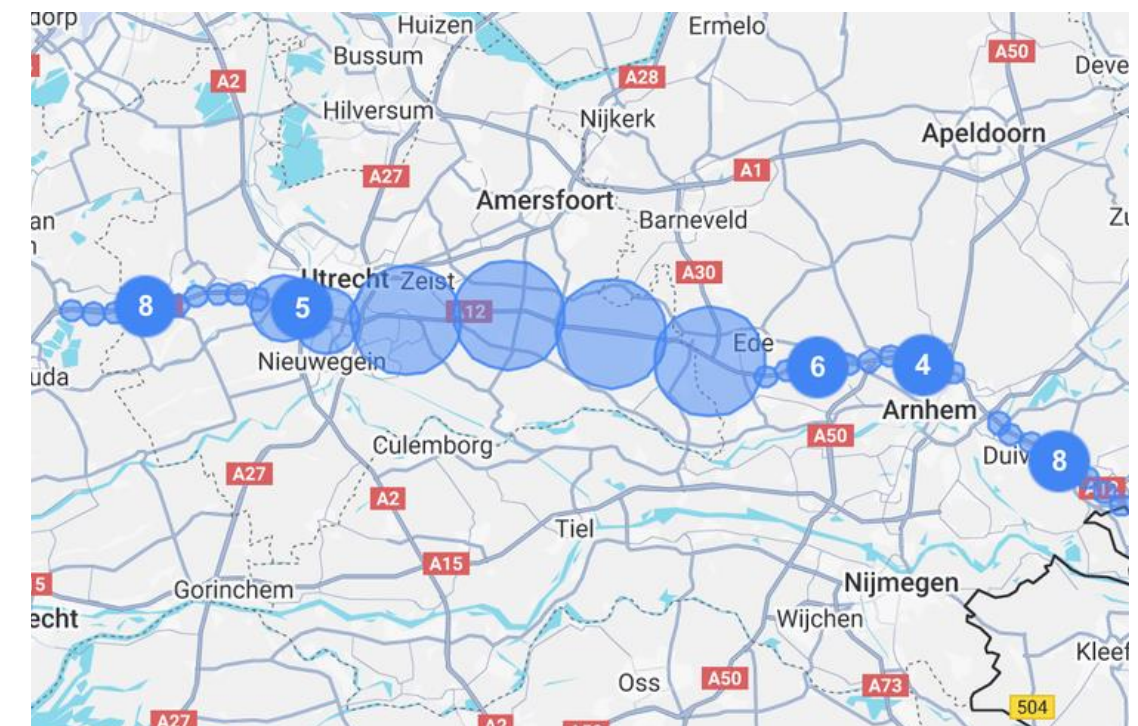
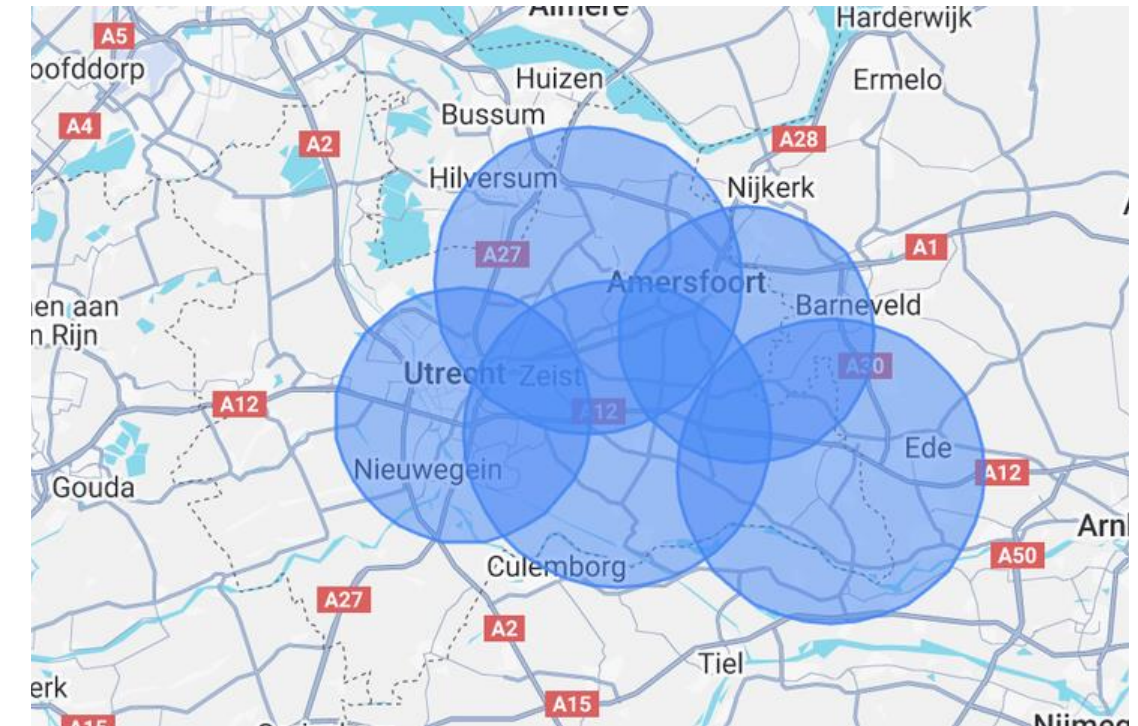
- Direct traffic management from traffic control center
- A single platform for communication with navigation systems
- Link is made with the NAP - DGT
- Collaboration with Xouba - Agent



CASE LUVE

Collaboration between BAM and Rijkswaterstaat

- Large-scale roadworks on the A12 between Lunetten and Veenendaal
- What have we done?
 - Information campaign (various parties)
 - Continuing traffic measures
 - Monitoring delay times



RESULTS



127K

WAZE

The number of notifications sent to users of the app.

168K

ONLINE RADIO

The number of audio ads played.

411K

FLITSMEISTER

The number of notifications sent to users of the app.

754K

DIGITAL OUT OF HOME

The total number of people who have seen an advertisement on a screen.

11K

ANWB ONDERWEG

The number of notifications sent to users of the app.

5,9M

GOOGLE DISPLAY

All advertisements that users have seen on a screen.

7,4M

views on all platforms

“Of the 1,011 respondents, three-quarters felt they knew what was going to happen in good time, and just as many felt the information was clear enough.” - Rijkswaterstaat customer panel, May 2025

RESULTS AND IMPACT

What our KPIs show



20-30%

Traffic reduction

Based on FCD and loop data

87%

Informed in advance

Of the road users, were aware of the work in advance

65%

Perception of nuisance

Percentage of respondents who experience nuisance as low

8

Communication assessment

Average rating of road users regarding the reporting

94%

Targeting

Drives several days a week the relevant route

53

Campaigns

Campaigns carried out in 2025

"On average, the projects we carry out score 8.5. Based on evaluation with road authority."



WHO CONTROLS THE ROAD USER?



QUESTION

Connect with me via LinkedIn

Wouter Giesen

Co-owner / Sales Manager

wouter@tripservice.nl



LinkedIn

