

## know'N'act helps ASU provide smoother ride for students

ASU is arguably one of the largest universities in the US, if not the world. With a community of tens of thousands of students, faculty and staff spread over a sprawling campus, ASU is constantly challenged to provide the services required to run operations smoothly and effectively. Services such as the transportation system that consists of several shuttle buses servicing multiple routes throughout the day.

ASU turned to know'N'act to help monitor the health of their shuttle service with riders invited to share their feedback at every stop and aboard the buses. With know'N'act, ASU is able to get feedback from riders in real-time, with location information and with rich context. Further, the intelligent response manager helps to route alerts to appropriate staff in case of problems that need to be addressed immediately. know'N'act has helped to set a benchmark for the shuttle service, and created a way to track performance over time and address issues as soon as they arise.



### Overview

Arizona State University (ASU) is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. ASU has become the foundational model for the New American University, a new paradigm for the public research university that transforms higher education. ASU is committed to excellence, access and impact in everything that it does.

