

Ascendi – a tolling leader

SAP® software-based Accenture Tolling Solution drives 20 years of transportation service leadership



Demand to transform toll operations

Ascendi, a leader in roadway services and asset management, controls large majority stakes in six major roadway systems throughout Portugal.

It has been recognized as a leading transportation solutions provider for more than 20 years. Today, Ascendi operates one of the world's largest all-electronic tolling systems, supporting nine toll collection operations across 869 kilometers of roadway. A keen understanding of customers' evolving needs, intelligent solutions and a commitment to excellence in service delivery have been key to Ascendi's success.

In 2008, legislation made it necessary for Ascendi to transform many of its shadow toll operations into true toll operations. The transformation had to take users' needs into consideration and the company wanted to ensure minimal infrastructure disruption. Building trust and ensuring user satisfaction were also top concerns. "With these challenges, the most technically viable option was an all-electronic tolling model," explains Pedro Pinto, Ascendi Tolls General Manager. "But the technology we chose had to be accurate, reliable and flexible."

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Ascendi Tolls General Manager

When tech meets human ingenuity

A new tolling model – accurate, reliable, flexible

Ascendi chose Accenture to implement and maintain the new tolling model—using the SAP® software-based Accenture Tolling Solution. This would be the first implementation in the world of SAP’s vertical industry solution for toll collection.

Working closely with Accenture, Ascendi was able to successfully implement the tolling back-office system in just 16 months. Among other challenges, Ascendi and Accenture had to finalize the legal and operational frameworks as the project got underway. This required a high degree of flexibility from the project team.

Then, as part of Ascendi’s digital transformation plan, the company decided to upgrade its back office to the newest version of the Accenture Tolling Solution based on SAP® Billing, Revenue and Innovation Management.

In 2021 alone:

Ascendi achieved **93 percent** first-contact resolution at the contact center.

In terms of volumes, Ascendi handled more than **300,000 customer** contacts, 5 million violation transactions and 3 million violation notices.

The complaint rate for notifications violation notices was lower than **2 percent**.

The call center customer satisfaction level was high and average resolution time for complaints was only **seven days**.

A valuable difference

Smart tolls for modern digital roadway users

The upgrade offered several benefits and capabilities, including opportunities to improve process automation. But even more important, it helped create more insightful customer relationship management tools and new self-service features.

Since the upgrade, Ascendi has led the tolling industry in terms of smart solutions. Accenture's commercial off-the-shelf software has been a key part of the company's success. It demonstrates how native SAP® system capabilities can help toll operators more easily adopt smart technologies for intelligent automation. Ultimately, this enables operators to offer

new customer services and redefine their business models to meet the demands of a modern digital roadway user.

"There's no doubt technology plays a central role in our operation," said Pinto. "And it will become increasingly important to our business over time. We selected Accenture because they profoundly understand this. And they have a deep understanding of our business. That, their IT delivery excellence and unique industry perspective is why we're proud to call them our partner."

This project dates back to 2007 and has been running successfully for over 15 years.



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