



The public transport of the future is already on WhatsApp

Bring passenger information, HR and operations together in the channel everyone already uses — with AI answering 24/7, in real time, and a human whenever needed.

- Real-time information
- Alerts and diversions
- HR and staff
- Drivers and operations

The channel everyone already uses

No app to install, no portals to remember: passengers, staff and drivers already have WhatsApp open all day long.

Information that actually lands

WhatsApp messages are opened in around 98% of cases and read within minutes — unlike email or posted notices.

Fewer calls, fewer queues

AI handles the repetitive stuff — timetables, fares, next bus — and frees up support and HR for what matters.

Everything logged and traceable

Every request, incident or lost item keeps its history, photo and status — auditable internal and external communication in one place.

~98%

of messages opened — and read within minutes

24/7

information and support, every day of the year

0

apps to install — everything on WhatsApp

1

channel for passengers, HR and operations

THE CHALLENGE

Passengers live on their phones — but operations still communicate through posters, radio and paper

- Information scattered across website, support, app and stops — and almost always out of date
- Repeated questions about timetables, lines, fares and the next bus
- Passengers left without an answer in the moment — especially after hours and during disruption
- Field teams without a reliable channel: rosters, incidents and notices by radio or paper
- HR drowning in manual requests for leave, payslips and certificates

THE SOLUTION

Zapify turns WhatsApp into the SuperApp of mobility

- A WhatsApp assistant with menus, AI and human support when needed
- Real-time information pulled from your systems (GTFS-RT timetables, fleet GPS/AVL)
- Communication segmented by line, zone, depot, shift or role
- Bulk alerts and notifications, in real time, to thousands of contacts
- Structured requests with history, photos and routing — internal and external

THREE FRONTS, ONE CHANNEL

Where Zapify makes the difference in transport

Passenger information takes centre stage — but the same WhatsApp serves the teams and the operation.

FRONT 1 · BIGGEST IMPACT

Real-time passenger information

The number-one pain of public transport: the passenger doesn't know where the bus is, whether there are delays, which line to take or how much it costs. Zapify puts all that information one message away — with AI answering on the spot and pulling real-time data from your operation.

- Next vehicle and waiting time in real time
- Journey planner origin → destination with alternatives
- Timetables, lines, stops and network map
- Alerts and diversions by subscribed line, zone or stop
- Fares, passes and topping up tickets
- Lost items, complaints and suggestions with status

FRONT 2 · TEAMS

Human Resources & Staff

The same channel serves the people who make the operation happen. Requests, documents and onboarding with no queues at HR — on the WhatsApp the whole team already uses, even those without email or an intranet.

- Leave, absences and payslips
- Certificates and documents on request
- Onboarding and training for new staff
- Internal announcements by depot, shift or role
- Climate surveys and whistleblowing channel
- Health and safety at work notices

FRONT 3 · FIELD

Drivers & Operations

The direct link between control and those out on the road. Rosters, incidents and checklists handled through conversation, with a log and a photo — no radio, no paper, no missed phone calls.

- Rosters, shifts and swap requests
- Incident and breakdown reports with photo and location
- Pre-trip and inspection checklists
- Service messages and coordination with control
- Attendance confirmation and shift start
- Driver support 24/7

USE CASES IN PUBLIC TRANSPORT

Passengers, teams and operations — in the same channel

From the passenger's first question to the driver's shift start, every moment handled through conversation.

01 Information and journey planning

Passengers browse the network and plan their journey without leaving WhatsApp.

- Timetables, lines and stops
- Next bus in real time
- Origin → destination planner
- Alternatives and connections

02 Real-time alerts and diversions

Tell each passenger what matters to them, the moment it happens.

- Disruptions, works and strikes
- Diversions and alternative routes
- Extra services and cancellations
- Subscription by line or zone

03 Fares, passes and tickets

From a fare query to topping up a pass — all through conversation.

- Fare and zone lookup
- Buying and topping up tickets
- Pass renewals
- Receipts and invoices

04 Lost items, requests and complaints

Structured requests with photo and location, routed and with status.

- Log with photo and location
- Automatic routing
- Request status and history
- Complaints and suggestions

05 Employee portal (HR)

An HR desk in every employee's pocket, with no queues or email.

- Leave, absences and payslips
- Certificates and documents
- Requests to HR
- No corporate email

06 Onboarding, training and internal communication

Onboard, train and keep the whole team informed in the channel they already use.

- Onboarding of new drivers
- Training and microlearning
- Announcements by depot/shift
- Surveys and whistleblowing channel

07 Rosters and shifts

Drivers check their roster and handle swaps without going through control.

- Roster lookup
- Swap requests
- Attendance confirmation
- Shift start and end

08 Incidents, breakdowns and checklists

Field reports with photo and GPS, opened and tracked in an instant.

- Report with photo and location
- Pre-trip checklists
- Opening an incident
- Log and tracking

09 Coordination with control

Control and the road connected, with every communication logged.

- Service messages
- Real-time instructions
- Driver support 24/7
- Communication log

A PLATFORM CONNECTED TO YOUR OPERATION

Integrates with the systems you already use

Zapify connects to your timetable, fleet tracking, ticketing and HR systems to pull real-time information and automate all your communication.

Timetables (GTFS / GTFS-RT)

Fleet GPS / AVL

Ticketing & payments

HR & payslips

CRM / customer support

Roster management

BI & reporting

Webhooks & API

BENEFITS FOR EVERY FRONT

Advantages across the whole operation

For passengers

- Information on the spot
- Less uncertainty
- A simpler journey

For HR

- Fewer queues at the desk
- Digital processes
- Reaches the whole team

For operations

- Control and field connected
- Incidents tracked
- Less radio and paper

For management

- More efficiency
- Costs under control
- Real-time metrics

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