

# Mobifer<sup>WL</sup>

Modern bus charter service sales platform by Hansa Technologies



# HANSA TECHNOLOGIES

Driving innovation in charter bus industry

**Hansa Technologies** is an Estonian start-up founded in 2022 by three bus and travel industry experts. It is owned by Hansa Group, one of the largest mobility service providers in the Baltics. We began with the Mobifer Marketplace, launched in Estonia in 2024 and in Latvia in 2025. **MobiferWL** is a product that evolved from the Mobifer Marketplace.

**Our mission** is to simplify the lives of group travel organizers and charter bus operators by leveraging **modern cloud technologies, automation, and AI.**

# The challenge

## Manual handling

Every customer request requires manual handling which is time consuming and expensive.

## Delayed replies

Due to processing time the request responses are delayed to 24h - 48h and some of the requests get lost.

## Lost time

Minimum 7 out of 10 request quotes are unsuccessful but time responding to them is spent.



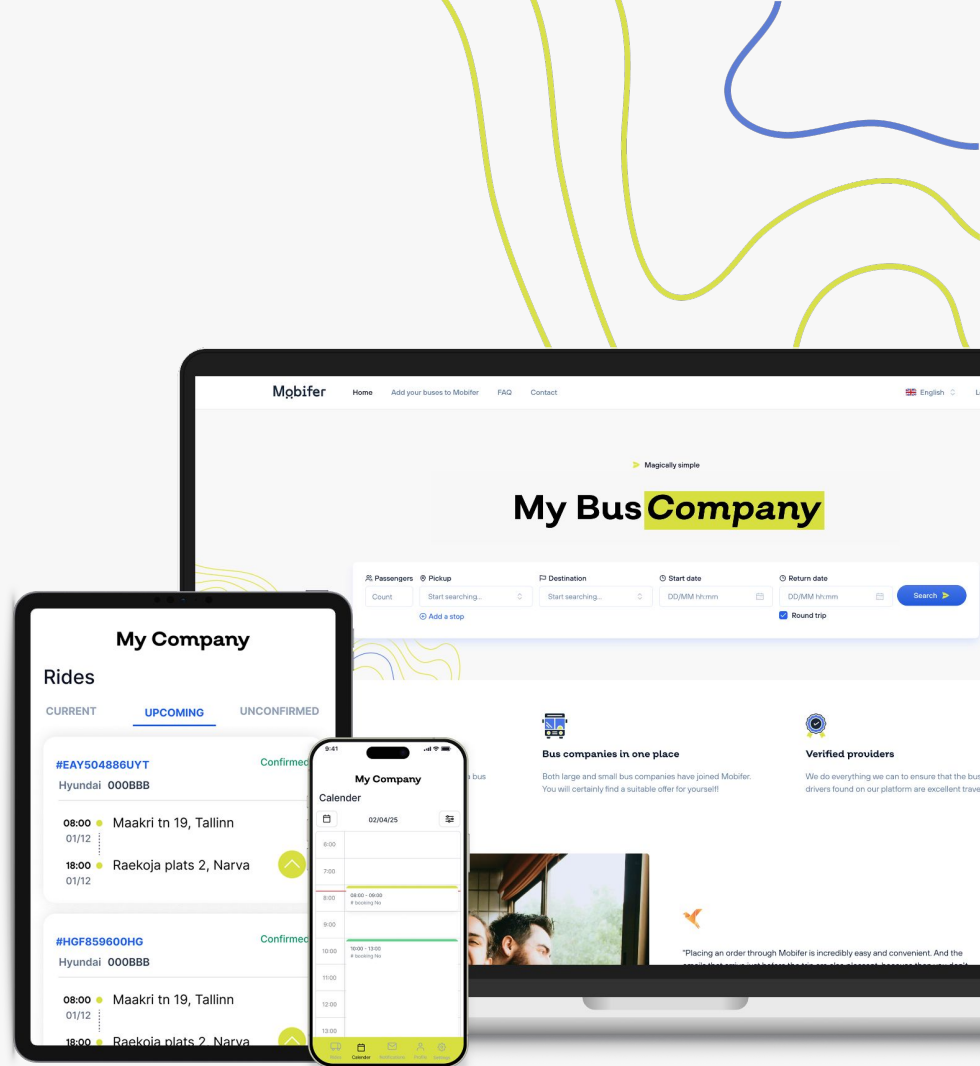
# MobiferWL Technology

## Bus operator value


It is a comprehensive cloud-based solution that streamlines charter sales by reducing the time spent responding to requests and managing orders.

## Customer value

It is a self-service bus booking system powered by AI that delivers instant responses to enquiries and allows seamless checkout without delays.





## Current industry standard




### Booking a coach

Pickup address\* ↔ Destination address\*

Return trip

Start\*  End\* 

Number of passengers\*  Name\*


E-mail\* Telephone\*

Company\*

**Send**



## Future industry standard





### Booking a coach

Add a stop
  Round trip




## Start searching...

 Describe your journey and if needed I ask questions.



Try: "From Tallinn to Tartu next Friday, return Sunday, 2 adults" or "Weekend trip to Pärnu for 4 people".

 You can also paste your trip details directly into the input field.

# Key benefits



## Saved time

- ✓ Automated quote generation
- ✓ Instant booking confirmations
- ✓ Scheduled follow-up emails
- ✓ Real time status updates
- ✓ Customer self-service



## Reduced operational costs

- ✓ Automated customer service
- ✓ Reduced phone calls and emails
- ✓ Streamlined operations
- ✓ Lower administrative overhead



## Increased revenue

- ✓ 24/7 booking availability
- ✓ Dynamic pricing
- ✓ Upselling opportunities
- ✓ Reduced booking abandonment



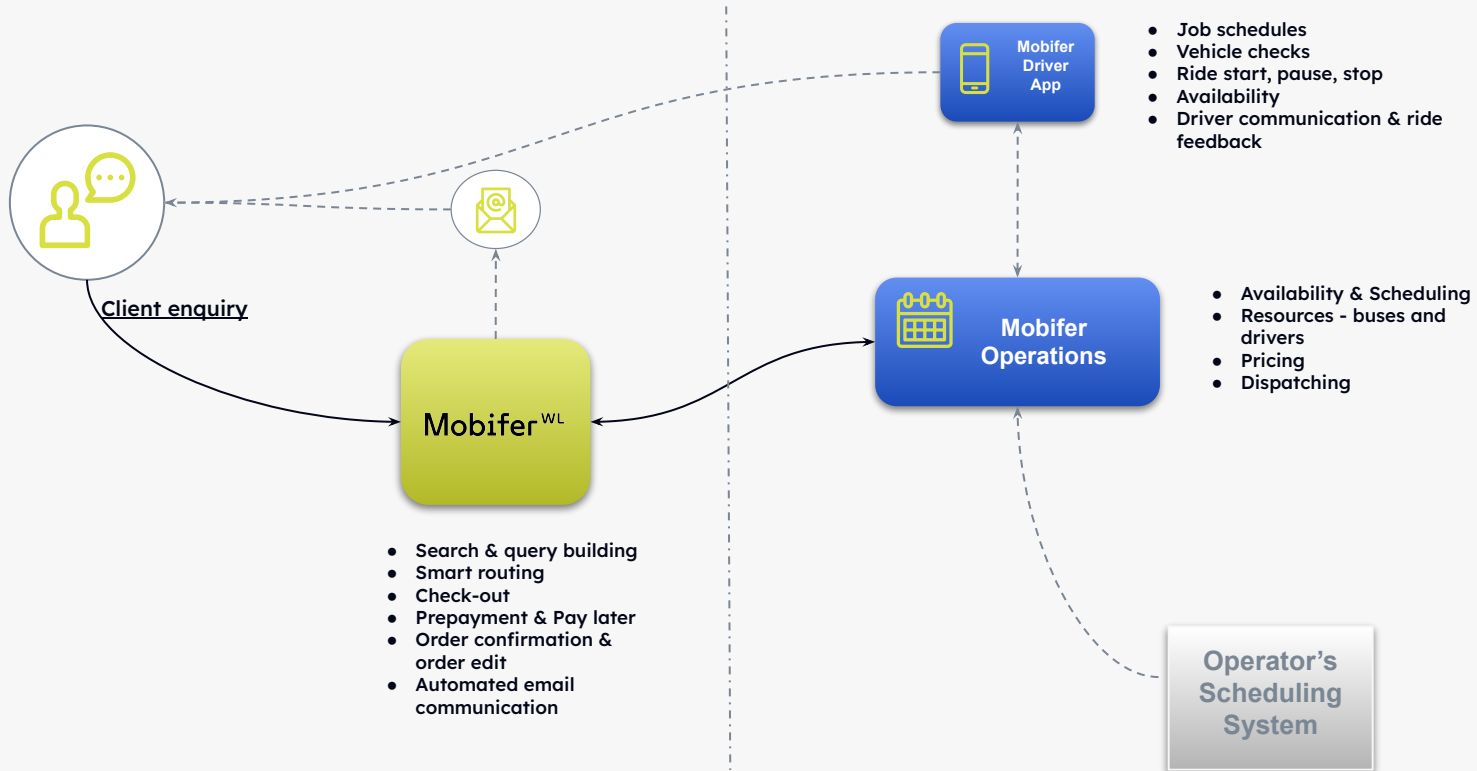
## Improved customer experience

- ✓ Instant quote responses
- ✓ Self-service booking portal
- ✓ Smooth check-out process
- ✓ Multiple payment methods
- ✓ Refined email communication

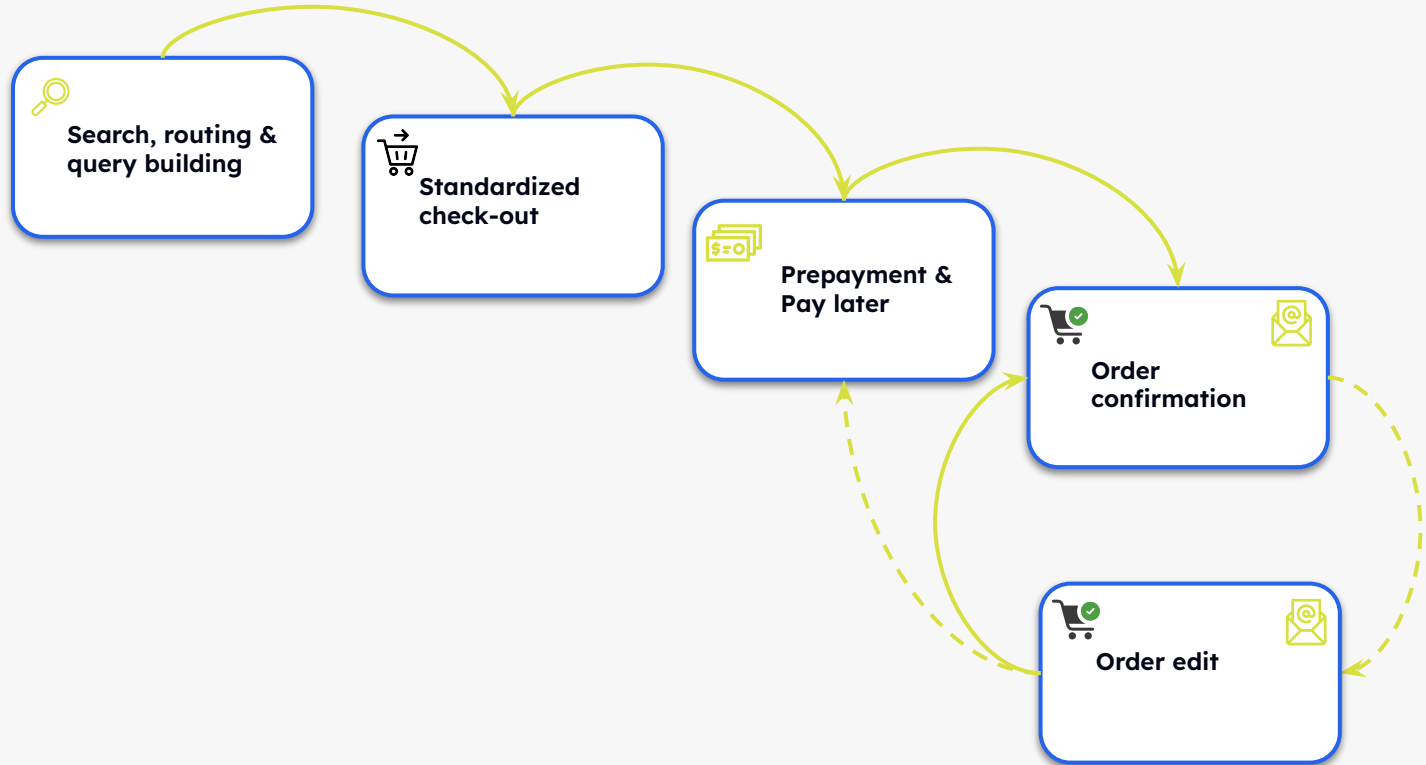
# The MobiferWL Architecture

## Customer Experience

## Operator's Experience



# Core components & process flow



# Service coverage by MobiferWL

One way rides

Return rides

Multi-stop rides

Multi-day rides

International rides

Return rides with bus not waiting

2 driver rides

# Product packages

## MobiferWL Light

Advanced features to power sales automation

**€499/month**

+ €0.03/km

- ✓ Homepage widget
- ✓ Smart routing
- ✓ Dynamic pricing
- ✓ Automated quoting
- ✓ Scheduling & Dispatching
- ✓ Driver app
- ✓ Analytics and Reporting

Get Started

## MobiferWL Pro

Full-scale solution with custom integrations

**Custom pricing**

+ €0.03/ km

- ✓ Everything in Light
- ✓ AI query builder
- ✓ Data migrations
- ✓ Scheduling integrations
- ✓ Prepayment integrations
- ✓ Customized emails
- ✓ Client specific pricing

Get Started



# Impact



**Thank you!**

Mobifer