

CASE STUDY | TDS

Empowering smarter bookings: How TDS and Refund Protect delivered higher conversions and stronger confidence in bus travel

THE CHALLENGE

As the intercity bus industry evolved to meet growing passenger expectations around flexibility and confidence, Transcor Data Services (TDS) recognised an opportunity to lead its carrier clients through that change. To remove booking hesitation and drive new revenue without disrupting the booking flow, TDS sought a partner to embed peace of mind directly into the customer journey.

THE RESULTS

206%

Conversion increase

\$900k 20%

in protected bookings

average conversion rate since May 2025

ABOUT TDS

Transcor Data Services is a modern SaaS provider powering ticketing, scheduling, and operations for intercity bus carriers across North America. Their cloud-based platform helps carriers of all sizes grow ridership, streamline processes, and adapt to evolving passenger needs. TDS is also a trusted partner in connecting intercity carriers with public transit networks and statewide mobility systems, helping shape a more integrated and accessible transportation landscape. Key highlights

Founded in 2012 and headquartered in Jacksonville, Florida,

Trusted by hundreds of North American operators and agencies

- Specialised in mobility tech for intercity bus services
- Focused on passenger experience, revenue growth and modernisation



reduces booking friction, builds trust and opens new revenue without compromising the simplicity of the customer experience. **ELISABETH LEE** Chief Experience Officer, TDS

Protect Group's solution gives our carriers a secure, proven way

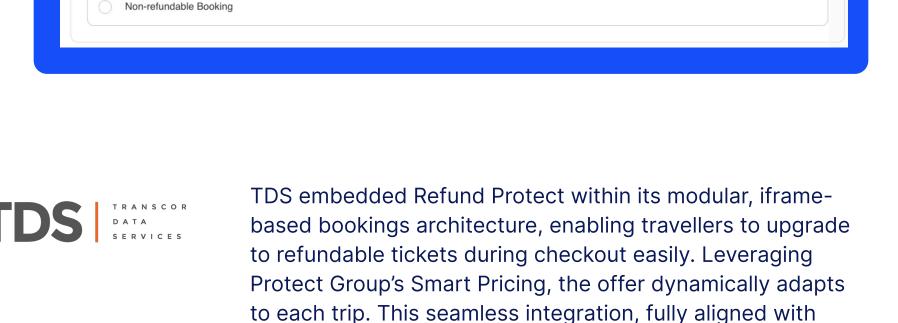
to meet the evolving expectations of today's travellers. It

Family or home emergency

No stress, no hassle - just peace of mind. If you can't make it and have supporting evidence, we'll refund you in full. Check the details in our Terms & Conditions.

✓ And many more!

\$87.50



environment.

TDS's brand and UX philosophy, created a high-performing

ancillary experience that feels native to every carrier's



THE SOLUTION

RECOMMENDED

✓ Accident & Illness

100% Refundable Booking

Refundable Booking



02. Widget

The Refund Protect

iframe was tailored to

match TDS's clean UI,

intuitive upgrade offer

within every carrier's

checkout flow.

ensuring a consistent and

design

04. Integration

Following a smooth

solution launched in

October 2024. Protect

Group and TDS jointly

inform optimisation.

monitored transactions and

gathered early feedback to

technical integration, the

and testing

THE RESULTS

for operators.

01. Initial

consultation

Protect Group and TDS

met to align on a shared

goal: embedding a refund

solution that felt native to

the booking experience

and delivered real results refining the approach together.

03. Open

communication

Throughout onboarding,

communication, tracking performance metrics and

transparent and responsive

both teams maintained

conversion and revenue performance, setting the foundation for long-term success.

Since launching Refund Protect in October 2024, TDS has

seen dramatic improvements in booking performance and

05. Strategic

go-live timing

In April 2025, content and

Al pricing updates were

introduced to increase relevance and maximise

opt-in value. This

triggered a leap in

ancillary revenue. Conversion rates increased by over 200%, climbing from 5.77% at launch to a consistent 20% average since May 2025, while revenue per booking dollar quadrupled following April's pricing and content enhancements. With more than \$900,000 in bookings protected, Refund Protect has quickly become a trusted ancillary that delivers measurable value to both carriers and travellers.

TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to Partner success.

Refund Protect

Refund Protect is all about turning life's unexpected moments into stress-free solutions. We give your customers the option to upgrade to a refundable ticket at checkout, so if they can't attend, they're covered.

Pulse Platform

Pulse is our powerful PaaS solution designed to integrate effortlessly with your systems. It delivers tailored products that enhance every stage of your customer's journey.

