

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

\$900kin protected bookings

20%average conversion rate since May 2025

ABOUT TDS

Founded in 2012 and headquartered in Jacksonville, Florida, 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

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Trusted by hundreds of North American operators and agencies
- ✓

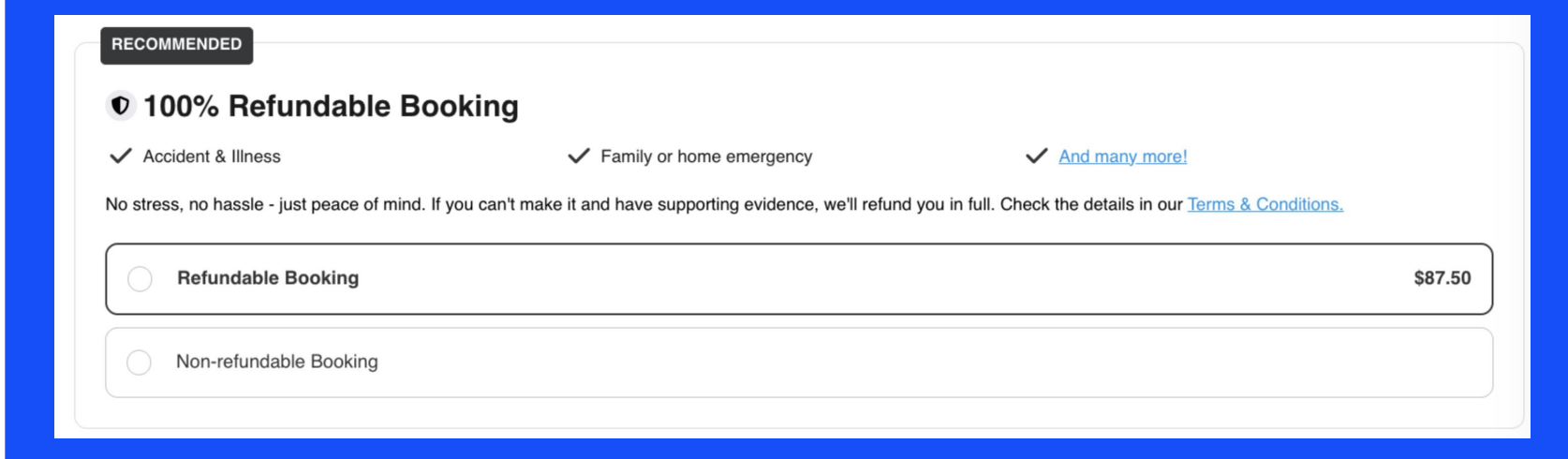
Specialised in mobility tech for intercity bus services
- ✓

Focused on passenger experience, revenue growth and modernisation

Website	www.tds.ai
Key stakeholders	Elisabeth Lee
Founded	2012
Industry	Ground Transportation/Mobility Technology
HQ	 Jacksonville, Florida
Company size	51–100 Employees

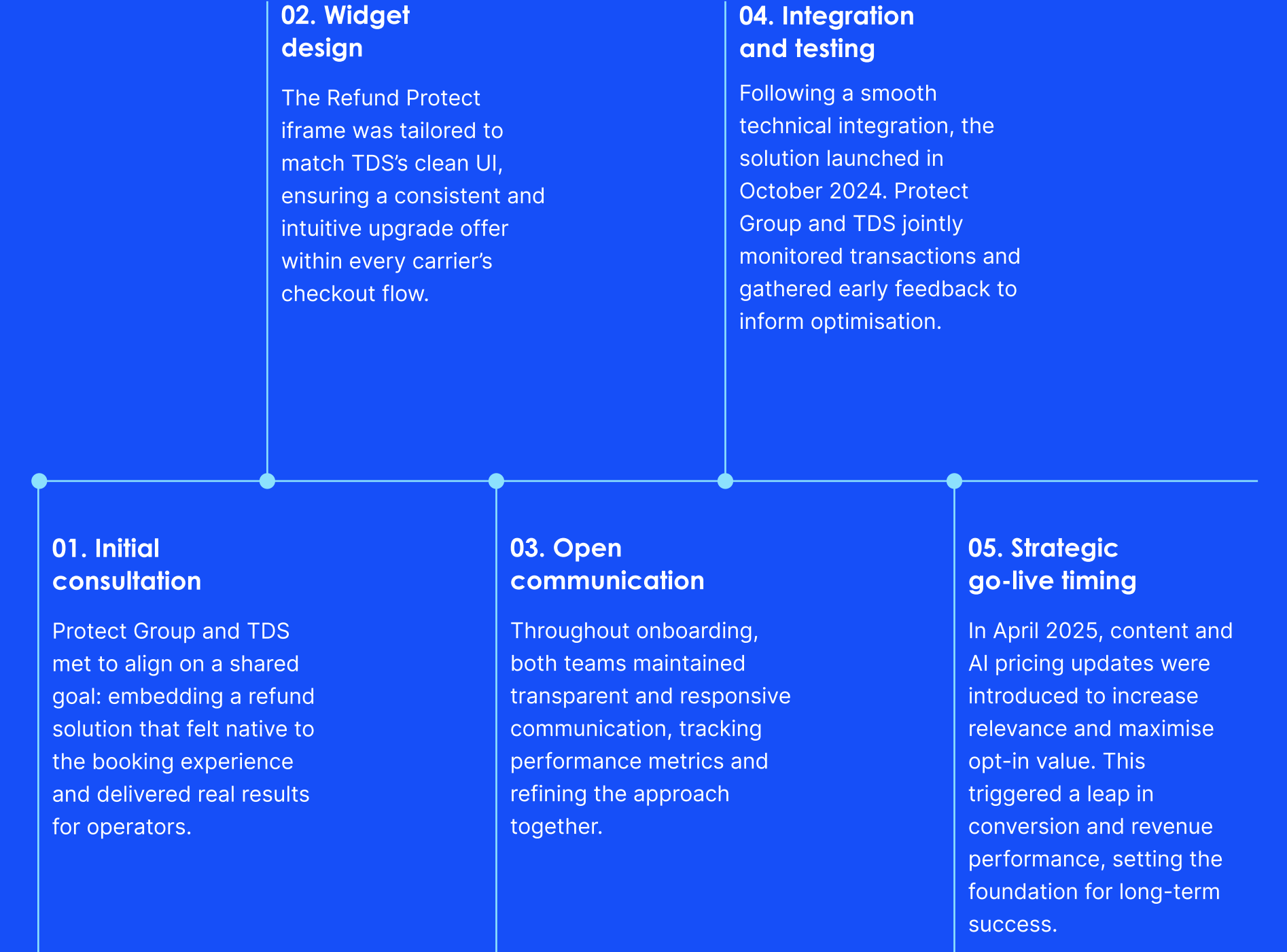
Protect Group's solution gives our carriers a secure, proven way to meet the evolving expectations of today's travellers. It reduces booking friction, builds trust and opens new revenue without compromising the simplicity of the customer experience.

ELISABETH LEE
Chief Experience Officer, TDS



TDS embedded Refund Protect within its modular, iframe-based bookings architecture, enabling travellers to upgrade to refundable tickets during checkout easily. Leveraging Protect Group's Smart Pricing, the offer dynamically adapts to each trip. This seamless integration, fully aligned with TDS's brand and UX philosophy, created a high-performing ancillary experience that feels native to every carrier's environment.

THE SOLUTION



THE RESULTS

Since launching Refund Protect in October 2024, TDS has seen dramatic improvements in booking performance and 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.