



Playbook

How to grow adoption, run great programs, and get the most from your platform

For admins, managers and program coordinators
help@commutehub.com

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How to Use This Playbook

This playbook is for managers who already have CommuteHub running. It is not a setup guide – it is a practical resource for getting more users on the platform, keeping them engaged, running great challenges and campaigns, and making the most of what CommuteHub offers.

Think of it as your go-to reference whenever you want to try something new, re-energise a quiet program, or plan your next campaign. Use any section independently – you do not need to read it front to back.

Section	Use It When...
1. Building Your User Base	Registration is low or stagnant, you have new users to onboard, or you want to grow faster
2. Keeping Users Engaged	Activity has dropped, you want to build habits, or you need ideas to refresh interest
3. Running Challenges & Campaigns	You are planning a campaign, seasonal push, or competition and want a proven framework
4. Platform Features That Support Your Program	You want a reminder of what CommuteHub offers and ideas for how to use it better
5. Communication Templates	You need a ready-to-send email, announcement, or social post

PRO TIP You do not have to do everything at once. Pick one section, try one idea, measure what happens, and build from there.

 This playbook is a practical guide for managers based on approaches that have worked well across CommuteHub programs. Because every organization uses the platform differently, some features or examples may not be part of your current setup. Adapt what fits – and if something looks useful but isn't available to you yet, reach out to your Customer Success Manager to explore your options.

General Tips and Summary

Every successful CommuteHub program follows the same principle: make the platform visible, make the value clear, and keep the momentum going. The tips below summarize the most effective tactics used across many organizations.

✓ Promote the platform everywhere commuting decisions happen.

Use internal emails, intranet posts, Slack/Teams announcements, and physical posters with QR codes at parking garages, building entrances, and transit stops. A short launch announcement followed by a reminder email usually drives the highest registration spikes.

✓ Make onboarding easy.

Include CommuteHub in every new hire onboarding package and IT welcome email. Some organizations also run a short online onboarding session or live demo during launch week to show how to register, reserve parking, and log trips.

✓ Keep the platform visible after launch.

Share regular updates in internal newsletters or social channels. A simple monthly stat like “1,200 trips logged this month” reminds users that the program is active and growing.

✓ Use challenges and incentives to create momentum.

Run short challenges throughout the year to encourage participation. Team-based challenges, seasonal campaigns, and rewards consistently drive the highest engagement.

✓ Highlight real benefits for employees.

Focus your messaging on everyday advantages: reserving a parking spot before leaving home, finding a carpool partner, saving money on fuel, or earning rewards for trips they already take.

✓ Use data to improve your program.

Your dashboard helps identify which departments are most active, where parking demand is highest, and which incentives drive engagement. Use these insights to adjust campaigns, incentives, or communication strategies.

✓ Start simple and evolve over time.

The most successful programs begin with one clear goal—such as improving parking access or encouraging alternative commuting—and gradually expand with new features, challenges, and incentives as adoption grows.

1. Building Your User Base

This section covers how to drive registrations, onboard new users quickly, and make sure no eligible user falls through the cracks.

Know What Motivates Each User Type

Users register – and come back – when the platform solves a real problem for them. Lead with the benefit most relevant to each group rather than a generic "try our new platform" message.

User Type	Lead With This	Supporting Message
Daily commuters (employees / students)	Reserve or manage parking from your phone – no forms, no queues	Earn rewards for how you already commute
Occasional / hybrid workers	Book a space only when you need it – hourly or daily, no monthly commitment	Never arrive and wonder if there is parking
Shift workers (hospitals, 24/7 sites)	See exactly what is available for your shift before you leave home	Permit management that works around your schedule
Non-drivers (transit, bike, walk users)	Log your trips, earn points, and see your impact grow	Your commute already qualifies – just log it
New hires	Parking, permits, and commute options – sorted on Day 1	Everything you need to know about getting here is in one place

Getting Users to Register

The most reliable registration drivers

In order of impact across CommuteHub programs:

- A personal email from an executive sponsor or manager – not just the program admin
- Tie-in to a moment of need: new hire orientation, permit renewal period, launch of a new parking zone or policy change
- A visible incentive for signing up ("register this week, earn 100 bonus points")
- Physical QR codes at the exact moment of pain – parking gates, shuttle stops, bike storage
- A live walkthrough at an all-hands meeting, HR event, or department meeting

Reach every eligible user – including the hard-to-reach ones

Some users will not respond to a mass email. Build in multiple touchpoints:

- Ask managers to mention it in team meetings during the first week
- Add a one-liner and link to the IT new-starter welcome email – this reaches almost everyone
- Include CommuteHub in every HR onboarding pack going forward so new hires are registered before they arrive
- For large sites: station someone at the parking entrance or transit stop on launch day with a QR code and flyers

Removing Registration Barriers

Every extra step between "I want to try this" and "I have an account" costs you registrations. Make the path as short as possible:

Barrier	How to Remove It
Users do not know the platform exists	Physical signage + QR codes at commute touchpoints; link in IT welcome email
Registration feels complicated	Add a "register in 3 steps" explainer graphic to your launch email
Users do not know if they are eligible	State eligibility plainly in your first sentence – no jargon
App downloads feels like extra friction	Remind users that they only need one app for everything commute and parking related
Users forget to come back after registering	Set up an Onboarding Journey using an integration (like Zapier) to send automatic registration reminders.

PRO TIP A colleague saying "I love this app" over lunch is worth ten onboarding emails. Seed the platform with your most enthusiastic commuters first and let word of mouth do the heavy lifting.

2. Keeping Users Engaged

This section covers the tactics and platform features that build durable habits.

The Engagement Curve

Most programs follow a predictable pattern: a spike at launch, a drop-off after 30 days, and then a steady plateau. Your goal is to raise that plateau and inject new energy regularly.

Time Period	What Typically Happens	What to Do About It
Weeks 1-2	High curiosity, lots of registrations, some active explorers	Make first actions easy and rewarding; send Day 7 reminder to non-registrants
Weeks 3-6	Activity starts to drop; novelty fades	Launch first challenge; trigger re-engagement Journey; send first impact update
Month 2-3	Core group forms; others go quiet	Targeted re-engagement for dormant users; introduce a second program or feature
Month 4+	Risk of plateau	Seasonal campaigns; incentive refresh; new challenge themes; user spotlights

Journeys: Your Always-On Engagement Engine

Journeys are automated message sequences triggered by user behaviour. Once configured, they run without any manual effort. They are an effective thing you can do to sustain engagement after launch. Some journeys are already preconfigured, while others can be configured by you. Some examples are:

Journey Type	What It Does	When to Trigger
Re-engagement	Reaches users who have not logged in or taken any action in 30+ days	30 days after last activity
Challenge reminder	Nudges enrolled users to participate before a challenge ends	5 days and 1 day before deadline
Permit renewal	Alerts users when their parking permit is approaching expiry	30 and 7 days before expiry

Journey Type	What It Does	When to Trigger
Milestone celebration	Recognises users when they hit a trips or points milestone	On milestone event
Seasonal campaign	Promotes an upcoming challenge or time-limited offer	Timed to campaign start

PRO TIP Review your active Journeys every quarter. If re-engagement rates are low, consider refreshing the message copy to keep it interesting.

Incentives: Design Them to Work

Incentives are powerful when they are designed well. On the other hand, if they're overly complex, too hard to earn, or have unclear criteria they can damage trust and reduce engagement.

Ultimately, the best engagement comes from a straightforward objective, frictionless redemption process, and clear communication. Keep a close eye on your programs' engagement data to discover your own "winning" formula.

Recognition Beyond Rewards

Not everything needs to cost money. Recognition is highly effective and often underused. Here are some popular ideas:

- Publish a community impact stat monthly in a newsletter or on digital signage.
- Acknowledge a "Commuter of the Month" or team spotlight in your internal newsletter.
- Display platform-wide stats on lobby screens so users see the collective impact of their actions.

Keeping the Platform Visible

Engagement drops when people forget the platform exists. Build regular visibility into your communications rhythm:

- Add CommuteHub to every new hire onboarding pack and IT welcome email permanently – not just at launch
- Post one platform update per month to your intranet, Slack, social media or internal newsletter – a stat, a winner, a reminder
- Refresh physical signage every season – posters that have been up for six months become invisible
- Tie CommuteHub mentions to events that are already in users' calendars: permit renewal season, Bike Month, back-to-campus week

3. Running Challenges & Campaigns

This section gives you a framework for running them well, a full calendar of ideas, and ready-to-use templates.

What Makes a Challenge Work

The best challenges share a few common characteristics:

- A clear, simple mechanic – participants know exactly what they need to do to win
- A realistic timeframe – 2 to 4 weeks is the sweet spot; shorter lacks momentum, longer loses attention
- A social component – team or department challenges consistently outperform individual leaderboards in participation rate
- A prize worth talking about – it does not have to be expensive, but it should be something people mention to colleagues
- Heavy promotion at the start and a reminder push in the final few days

Challenge Design Framework

Decision	Options	Recommendation
Scoring metric	Most trips, most modes used, most active days, most distance, most team members participating	Most active days rewards consistency; most trips rewards volume – pick based on your goal
Competition structure	Individual, team, department, site vs. site	Department-level creates the widest participation
Duration	1 week, 2 weeks, 1 month	2–3 weeks for most challenges; 1 month for flagship seasonal campaigns
Prize type	Gift card, charity donation, public recognition, physical prize	Gift cards and physical prizes drive highest participation
Eligibility	All users, specific department, specific commute mode	Open to all for maximum participation; mode-specific for awareness campaigns

Challenge Leaderboard Widget

Managers can request activation of a Challenge Leaderboard Widget through the Help Center. This widget allows users to see directly within the mobile app or desktop version who is currently leading specific challenges. By making rankings visible in real time, organizations can further increase engagement and motivation during active challenges.

How to Request Activation:

- Via the Help Center
- Directly by email at help@commutehub.com

Once the request is submitted, the CommuteHub team will handle the activation on the back end.

Annual Challenge Calendar

Plan your challenge calendar at the start of each year. Aim for one major challenge per quarter and smaller campaigns in between. Below is a suggested calendar – adapt it to your organisation's events and culture.

Time of Year	Theme	Mechanic
January	Fresh Start	A monthly parking permit is awarded by raffle to one user selected from all participants who log a minimum of 10 trips
February / March	Spring Commute	Participants have the chance to win a 2-month VIP parking permit via a random drawing
April	Earth Month	Team with the least SOV trips wins a coffee voucher
May	Bike Month	Users who actively commute to work receive a free lunch
June / July	Summer Series	Run weekly mini-challenges with company merch as raffle prizes to maintain momentum
August / September	Back to Campus / Back to Office	All participants will be entered to win a grand prize, such as a wellness weekend getaway
October	Walktober	Users who walk to work 10 times this month automatically receive 5 additional Guaranteed Ride Home vouchers
November	Give Back Commute	Points earned translate to a donation to a chosen charity
December	The Hall of Fame	Top 10 users on the leaderboard get a shout-out

Running Your Challenge Step by Step

1. Set up the challenge in your management dashboard: define metric, dates, eligibility, and prize
2. Write your launch announcement using the template in Section 5
3. Send the announcement via email and post on all internal channels before Day 1
4. Deploy physical reminders: posters, digital screens, Slack / Teams post
5. Send a mid-challenge update with current standings to create urgency ("Team A is only 3 trips behind Team B!")
6. Send a final-day reminder: "Last chance – submit your trips by midnight tonight"
7. Announce winners publicly within 48 hours of closing
8. Share a challenge wrap-up with participation stats and a preview of the next challenge

PRO TIP The mid-challenge standings update is often the single highest-engagement message in the whole campaign. Make it feel exciting and specific – name the leaders, show the gap, create a sense of drama.

Incentives That Encourage Participation

The structure of a challenge matters, but the reward often determines how much attention it receives. The most successful programs usually offer something participants genuinely appreciate. It does not have to be expensive – it simply needs to be appealing enough that people mention it to colleagues.

Many organizations use a mix of incentives depending on their program style. Common examples include digital gift cards distributed through platforms like Tango, free lunch, coffee vouchers, company merchandise raffles, or even a temporary VIP parking spot.

Creative perks can be just as effective. Some programs raffle a free monthly parking permit, award additional Guaranteed Ride Home vouchers, offer preferred parking for a week, or highlight winners in internal communications. Even small incentives can create excitement and encourage participation, but some kind of encouragement is needed.

4. Platform Features That Support Your Program

CommuteHub gives you everything in one place – one dashboard for you, one app for your users. This section covers the key features available to you and practical ideas for getting more from each one.

One App for Everything

Your users access everything—parking, permits, trip logging, and incentives—via a single app or website. There are no separate logins and no app-switching.

Custom Branding & Marketing: CommuteHub is fully customizable. If you choose a custom name and logo instead of "CommuteHub," ensure your marketing reflects this so users can easily find you in the App Store. Be sure to create your own branded QR codes and flyers using your specific app name and logo. You can customize our [ready-to-use marketing materials in Canva](#) with your program name, logo, app links, and branded QR codes.

Parking Management

The parking module handles the full lifecycle of parking at your site – from initial permit applications through to daily reservations and utilisation reporting.

Key capabilities

- Monthly and annual permit management: applications, approvals, waitlists, renewals
- Daily parking reservations: users book in advance from the app or web, you see real-time availability
- Hourly parking: short-duration bookings with flexible pricing – ideal for hybrid workers and visitors
- Waitlist management: automatic notifications when a space becomes available
- Real-time utilisation dashboards: see occupancy by zone, by day, by permit type

TDM Programs

TDM Programs are how you structure commuter participation: which modes qualify, what trips count, how users enrol, and what they earn. You can run multiple programs simultaneously – for example, a transit incentive program alongside a bike-to-work program.

Challenges

Challenges are covered in detail in Section 3. In the platform, you can configure individual or team competitions, set custom scoring metrics, enable public leaderboards, and tie challenges to specific incentive rewards. See Section 3 for the full challenge playbook.

Pro Tip Use the Challenge Leaderboard Widget to drive engagement. By making rankings visible in real-time within the app, you create an active, competitive atmosphere that motivates users to stay on top.

Journeys

Journeys are automated engagement sequences triggered by user behaviour or time. They run in the background, meaning users receive relevant, timely messages without any manual effort from you once set up.

Ideas beyond the standard onboarding and re-engagement journeys

- A "power user" Journey that triggers when a user hits 50 trips, congratulates them, and introduces an advanced feature like ride-matching
- A seasonal Journey that activates in advance of your biggest annual challenge to build anticipation
- A permit renewal Journey that also suggests switching to daily or hourly parking as a cost-saving alternative

Ride-Matching

Ride-matching connects commuters with compatible carpool partners – same route, similar schedule, mutual preferences. It is most effective when promoted at specific moments rather than left as a passive feature.

Promotion ideas

- Promote ride-matching when parking demand is high. Use the Push Notification or In-App Notification features in your Management Dashboard to send targeted alerts (e.g., "Parking is tight on Tuesdays – find a carpool match!").
 Pro-tip: Use these alerts sparingly. Sending too many notifications may cause users to mute them or unsubscribe.
- Feature "we found a match" success stories in your newsletter – real names with permission, or anonymised stories
- Surface ride-matching as the first suggested action for new users registering from drive-alone-heavy zip codes

Networks

- **Create Rivalries:** Use Subnetworks (e.g., Sales vs. Engineering) to turn a standard challenge into a high-energy team competition with localized leaderboards.
- **Localize the Experience:** Assign a user's office as their Primary Network. They will see their specific local logo and branding, making the platform feel like a dedicated tool for their workplace.
- **Streamline Administration:** Leverage Role Inheritance. Granting a lead "Manager" rights at the Parent level automatically gives them control over all Subnetworks—enabling instant, one-click delegation.
- **Targeted Messaging:** Use Private Networks for specific groups (such as Executive Leadership or EV Drivers) to send exclusive incentives and notifications without cluttering the feed for other users.

Integrations

Connect the tools your users already love to drive adoption and simplify your communication.

Example Integrations

- **Strava for Commuters:** Let users sync their Strava data to CommuteHub for automatic rewards.
- **Mailchimp for Better Reach:** Sync your user segments with Mailchimp to send updates and personalized commute tips directly to their inboxes.

Pro Tip Check our Help Center Article on [Integrations](#) for the full list of supported apps and step-by-step setup guides.

Explore Options

The Explore Options feature allows users to compare different ways of commuting by simply entering a start and destination address. Instead of only showing travel time, CommuteHub highlights additional impacts such as cost savings, calories burned, and environmental benefits. This helps users make more informed daily decisions. Communicating these insights through internal campaigns or workplace messaging helps employees recognize how small commuting changes positively impact both themselves and the organization.

Reporting & Analytics

Your admin dashboard gives you real-time visibility across all active modules. Beyond reviewing dashboards, here is how to use data actively to improve your program:

- Identify your lowest-adoption departments or buildings and run a targeted campaign specifically for them
- Compare challenge participation across sites to see which location needs a local champion
- Track incentive redemption rates by reward type to understand what your users actually want
- Monitor trip data by mode over time – a shift in mode mix is the clearest signal your program is working
- Set up scheduled automated reports to your executive sponsor so they receive monthly updates without you needing to compile and send manually

Pro Tip Read our [User Insights](#) help article to learn how to download reports and create data visuals. Use these insights to identify your program's strengths and areas for improvement.

5. Communication Templates

Ready-to-use templates for the most common program communications. Customise the bracketed fields and send.

Launch Announcement

CommuteHub offers a few different ways to onboard your team – the right method depends on how your organisation is set up. If everyone shares the same email domain, the easiest option is to save that domain in your settings: anyone who registers with a matching work email will automatically be added to your organisation (which is what the sample email below assumes).

Alternatively, you can send out individual invitation emails, with the option to manually approve each person who wants to join – useful if you want an extra layer of control. For a full overview of all registration methods, check out the [Help Center](#). Also, keep in mind that your organisation may have given the app a different name – if so, make sure to replace "CommuteHub".

Subject: Your commute just got an upgrade – meet CommuteHub

Hey [First Name],

Big news: [Organisation Name] just launched CommuteHub – and your daily commute will never be the same.

Forget juggling emails for parking permits or hunting for a carpool partner on a spreadsheet. CommuteHub puts everything in one place, right from your phone:

- Register your vehicle & manage your parking permit
- Need parking? Book it on the spot
- Thinking about cycling in? Calculate exactly how much you'd save per week
- Find a colleague who lives near you and share the ride
- And many more advantages wait for you in the CommuteHub app

Getting started takes about 5 minutes:

1. Download CommuteHub from the App Store or Google Play
2. Sign up with your work email
3. Follow the registration steps in the app

We're excited to make the daily commute something to look forward to.

See you out there,

[Your Name]

Registration Reminder

Your internal communication channels are one of the most powerful tools you have to drive adoption – use them. A well-timed reminder email can be the nudge that turns a curious colleague into an active user. If CommuteHub is mandatory in your organisation, reminders become even more critical: be clear about deadlines, communicate what happens after the cutoff date, and give people enough time to register before their regular access is affected.

But even when registration is completely voluntary, don't underestimate the power of a good reminder. The goal here is to make the value obvious – show people what they're missing out on, make signing up feel effortless, and let social proof (their colleagues are already on it) do the heavy lifting. The email below is built around exactly that approach.

Subject: [X] colleagues are already on CommuteHub – here's what you're missing

Hey [First Name],

[X] of your colleagues have already signed up for CommuteHub – and they're reserving parking spots, finding carpool partners, saving money on their commute, and getting rewarded for it. Here's what you're missing out on:

- Reserve your parking space or manage your permit straight from your phone
- Find a colleague on your route and share the ride
- See exactly how much you'd save by cycling to work each week
- Take part in exciting challenges and earn rewards

Signing up takes 5 minutes and is completely free:

1. Click your registration link: [add link from dashboard here]
2. Download CommuteHub from the App Store or Google Play
3. Follow the registration steps

[Name]

[Title]

Don't overlook social media either. Posting challenge winners or collective achievements gives unregistered colleagues a reason to join – seeing what others have accomplished is often more convincing than any reminder email.

New Hire Onboarding Inclusion

For new hires, CommuteHub is a natural fit for onboarding: parking, permits, and commute options sorted on Day 1. Add a template to your HR onboarding pack so it goes out automatically with every new starter.

Subject: New at [Organisation Name]? Here's how to sort your commute from Day 1

Hi [First Name],

Welcome to [Organisation Name]!

One thing worth sorting on Day 1: getting set up on CommuteHub. It's where you'll manage your parking permit, book a space, find a carpool partner, and log your commute trips – all in one place.

Set up your account before your first day:

[Your CommuteHub URL]

Download the app:

iOS: [App Store Link]

Android: [Google Play Link]

Any questions? Reach out to [Program Admin Name] at [contact email].

[Program Admin Name]

Social Media Posts

Internal social channels such as Slack, Microsoft Teams, Workplace, or your company intranet are a powerful way to keep CommuteHub visible after launch. Short posts highlighting new features, challenge announcements, or program impact can reach employees who may have missed earlier emails. Visual content performs especially well, so include a relevant image, screenshot, or graphic whenever possible.

 **Your commute just got easier**

Did you know you can manage your entire commute in one place with **CommuteHub**?

Reserve parking before you leave home, find a colleague to carpool with, track your trips, and earn rewards for the way you commute.

Getting started takes just a few minutes:

1. Sign up with your work email
2. Set up your commute preferences
3. Start logging trips or reserving parking

Join your colleagues who are already using CommuteHub to make commuting simpler and smarter.

👉 Get started here: [CommuteHub URL]

📸 **Include a visual:** a QR code (most important), a screenshot of the app, the challenge leaderboard, or the parking reservation screen.

Other Communication Types

Beyond the launch and registration reminder, a few other message types are worth building into your rhythm.

A monthly impact update – a short email or intranet post with two or three stats ("X trips logged, X new carpools formed") – keeps the platform visible and gives users a sense of collective progress.

Once users are registered, Journeys let you automate the rest: challenge countdowns, mid-challenge nudges, final-day reminders, and winner announcements – all without manual effort. The catch: Journeys only reach registered users. For everyone else, you're relying on email and offline.

Don't overlook the physical world either. A QR code poster at the parking garage entrance or on the bathroom door catches people at exactly the right moment – one scan and they're in.

Quick Reference & Support

Annual Program Rhythm at a Glance

Cadence	Activity
Weekly	Review dashboard for active issues, new registrations, and incentive redemptions
Monthly	Send a community update; refresh intranet / digital signage; review Journey performance
Each quarter	Run a challenge or campaign; conduct program review with CSM; share impact stats with executive sponsor
Each season	Refresh physical signage and posters; review and update incentive catalog; plan next quarter campaign
Annually	Year-in-review report; user survey; full platform feature review with CSM; set goals for next year
Every new hire	Ensure CommuteHub is included in onboarding pack and IT welcome email

Troubleshooting Common Adoption Problems

Problem	Likely Cause	What to Do
Registration is low after launch	Message did not reach users, or there was no compelling call to action	Executive re-announcement; in-person sessions; stronger welcome incentive; physical QR codes
Incentive budget running over	Earning rules are too generous or uncapped	Add a weekly or monthly earning cap; shift some rewards to recognition-based
Activity drops in summer or over holidays	Normal seasonal pattern – users are out of routine	Plan a lightweight seasonal campaign in advance; Journey re-engagement for returning staff
Specific departments have low adoption	They never received a targeted message or had a local champion	Run a department-specific campaign; recruit a local champion in that team
Challenge participation is low	Mechanic is unclear; prize is not motivating; not enough promotion	Simplify the mechanic; improve the prize; add a mid-challenge standings update

Your Support Channels

Need	How to Get Help
Strategic guidance, campaign ideas, platform features	Contact your Customer Success Manager
Technical issue or bug	Submit a ticket or email help@commutehub.com
Quick questions	Use the Help Center Chatbot
Help Center articles and guides	Help Center: https://help.commutehub.com/hc/en-us
Training videos	Can be found in our extensive library of Help Center articles for managers
Ready-to-use marketing materials	Customizable CommuteHub marketing materials in Canva: https://canva.link/mxhvb5sh907fa3a