

BetterPoints Service Definition

1. About the service

Service name:

BetterPoints

Service description:

BetterPoints drives behaviour change for sustainable transport, climate, and health. Its platform rewards activities such as walking, cycling, and recycling, helping them become habitual. Used by thousands globally, BetterPoints collects valuable data on CO₂ and NO₂ savings, transport habits and population health, alongside personal feedback, to support impactful change.

Service categories:

- Application Development and Deployment
- Analytics and Business Intelligence
- Advanced and Predictive Analytics
- Location and Geospatial Data Management and Analytics

Cloud deployment model: Public cloud

Multi-cloud support: No

2. Service features and benefits

Features include:

- Real-time reporting
- Activity and journey tracking
- Targeted activity-triggered incentives and rewards
- Automated push-notifications, in-app messages, emails
- Rewards catalogue and charity donations catalogue
- Point-of-sale redemption of reward vouchers
- Leaderboards
- Responsive goal-setting triggered by user interaction
- Configurable challenges and gamification
- Geofencing

Benefits:

- Motivate users to adopt healthier travel behaviours via rewards
- Track walking, cycling, and sustainable travel automatically using smartphone sensors
- Engage participants with gamified challenges, leaderboards, and prize draws
- Involve businesses and charities in rewarding behaviour change
- Communicate with users via targeted notifications and messages
- Generate real-time behaviour and engagement data via dashboards
- Customise programmes to client needs for transport, health, or sustainability
- Integrate with existing systems
- Measure impact on activity levels and CO₂/NO₂
- Build richer engagement via badges, medals, and team rewards

3. Service scope

Add-ons and extensions:

- Can be used as a standalone service or as a software add-on to Mobility as a Service platforms

Service constraints:

- Mobile app available on iOS and Android; not available for Windows Mobile
- Client-facing dashboards not optimised for mobile

System requirements:

- BetterPoints platform licence

4. User support

Support channels and availability:

- **Email/ticketing:** Yes, within 24 hours, Mon–Fri 09:00–17:30 (UK time)
- **Phone:** Yes, Mon–Fri 09:00–17:00 (UK time)
- **Web chat:** No
- **Onsite support:** Yes

Support levels:

- **Level 1:** For clients; provided by BetterPoints Programme Manager; inclusive within programme charges



- **Level 2:** For app users; provided by BetterPoints Customer Service; inclusive within programme charges

Support available to third parties: Yes

User support accessibility: WCAG 2.2 AA

5. How users work with the service

Interfaces:

- **Mobile:** BetterPoints app for programme participants
- **Desktop:** Browser access to client dashboards
- **Supported browsers:** Edge, Firefox, Chrome, Safari, Opera
- **Mobile OS:** iOS, Android
- **Accessibility testing:** Reviewed March 2025 by independent agency; annual review

Customisation:

- Programmes can be customised from simple branding to full white label implementation

Onboarding and offboarding:

- Programmes created by BetterPoints programme managers
- Instructions sent in-app; training provided online or onsite as needed
- Evaluation report produced at contract end; cost included in programme

Data import/export formats:

- **Export:** CSV, PNG, SVG, PDF, JPG
- **Import:** CSV

6. Analytics

Metrics:

- Dashboard-based metrics on participation, engagement, behaviour, and impact
 - Tracks activities (walking, cycling, public transport) and reward use
 - Measures estimated CO₂/NO₂ savings and health indicators
 - Reports available as real-time dashboards, regular reports, or on request
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7. Scaling and resilience

Independence of resources:

- Web servers in scale set; load balanced; white label projects on dedicated servers
- Background worker services in progress to become scalable

Availability and resilience:

- Datacentre operated by Microsoft Azure; resilience managed by Azure standard processes
 - Outage reporting via Azure monitoring and email alerts to technical team; client notified proportionately
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8. Security and compliance

Security governance: ISO/IEC 27001; Cyber Essentials and Cyber Essentials Plus

Data-in-transit protection: HTTPS via TLS 1.3

Data at rest: Encrypted; physical access control; compliant with CSA CCM v4.0 and SSAE-18 / ISAE 3402

Penetration testing: Less than once a year, via external organisation

Data storage locations: UK and EEA; white label customers can control location

Identity and authentication: MFA and username/password

Operational security:

- Agile change management; Azure manages OS/hardware vulnerabilities; application patches deployed promptly

Audit information:

- User and supplier logs retained 6–12 months; available on request

9. Pricing

- No discount for educational organisations
- No free trial available