

DIGITAL COMMUNICATIONS ENHANCE PASSENGER EXPERIENCE AND SERVICE DELIVERY

CLIENT: COMFORTDELGRO CABCHARGE (CDC)

INDUSTRY: TRANSPORT

LOCATION: GREATER SYDNEY, NEW SOUTH WALES

DATE: 2013

The Client

ComfortDelGro Cabcharge (CDC) is the largest private bus operator in NSW, and operates the Hillsbus, Westbus and Hunter Valley Buses services. In the greater Sydney and Hunter Valley area, the Company has a fleet of 1,176 buses, 13 depots and 1,450 employees.

The Challenge

CDC's Hillsbus operates Region 4, which covers approximately 66,600 hectares and is one of fifteen Bus Contract Regions in the Sydney metropolitan area. Each day Hillsbus provides up to 800 bus services via 540 buses, to and from the Sydney CBD as well as passenger transport services to western and northwest Sydney.

Mastercom, an Orion partner and founder, was engaged by CDC to provide new communications infrastructure that would enhance the customer travel experience, improve security and create further efficiencies in service delivery.

The Mastercom Solution

Mastercom quickly engineered a digital voice and data solution to facilitate communications between CDC's new Operations and Customer Centre (OCC) in Seven Hills, bus depots and bus drivers.

Improved safety and operational efficiencies

- Transition of CDC's fleet of 540 buses to The Orion Network – providing optimal street level network coverage across challenging CBD environments with enhanced digital voice clarity.
- Establishment of multiple talk paths - providing flexible, rapid communication options to OCC operators, drivers, depots, supervisors and mechanics.
- Implementation of TRBOnet - a fleet management application – providing the OCC with direct visibility of bus location, speed and status to enable proactive management of services.
- Establishment of pre-defined voice and text messages between drivers and the OCC – dramatically improving response time for customers seeking service updates and reducing lag time for drivers requiring assistance.
- Installation of a custom duress function to indicate a driver emergency – enhancing safety through an automated email broadcast and distribution of a location map to an emergency response group.



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Cost efficiencies

- Fixed communication costs with no additional charges for variable talk times or volume of traffic – providing certainty for budgeting and planning purposes.

Future proofed

- Creation of virtual boundaries that record bus arrival and departure times – automating performance reporting to meet NSW Metropolitan Bus Service Contracts (MBSC) benchmarks.

- Future capacity to inform registered customers of changes to services via text message and on-board displays/ announcements.
- Ability to remotely reprogram and upgrade radio terminal software - reducing downtime associated with system updates.
- Partnership with Motorola - ensuring future access to the latest technologies and data applications.

CDC has raised the benchmark for Australian bus industry communications, making a significant investment in digital voice and data infrastructure to ensure safety and operational efficiencies. Mastercom's ongoing partnership with CDC is critical to the Company's commitment to improve customer experience while providing a reliable, safe and efficient travel service.

Learn more about our other industry solutions at www.orionet.com.au



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