



CONNEXIONZ

AUCKLAND AIRBUS

Connexionz offers Airbus path to service excellence

Connexionz' real time tracking technology has boosted the patronage, reputation and reliability of Auckland airport bus transfer service Airbus.

Since investing in the Connexionz system, Airbus has increased its patronage by 15% over a six-month period – an improvement made over and above visitor growth of 6%. Airbus passengers are now depending on the real time information, enhancing the company's reputation as a high-quality transport provider.

Before Connexionz – the situation

Prior to its decision to take the real time tracking path, Airbus' investment-related growth had begun to level off. Airbus, a division of Tourism Holdings Ltd, converted its fleet in 1999.

Experienced owner-drivers were contracted to inform visitors about Auckland tourism attractions, buses were designed with wide, welcoming entrances, luggage racks were fitted and sightseeing brochures displayed onboard. Video players were also installed to promote New Zealand destinations.

Despite this investment, passengers were turning to alternative methods of transport when heavy traffic and accidents delayed buses. Passengers had difficulty knowing when the next Airbus would arrive, and Airbus was failing to capitalise on the growth opportunities available to it.



Real time information solution the way forward

In order to improve its service and gain traction on growth, Airbus decided to go ahead with implementing Connexionz' real time tracking technology.

The Connexionz system was installed to provide real time information for passengers. This information is displayed to passengers on large signs at the airport, and on BusFinder™ signs at 16 stops along the Airbus route. A Connexionz-developed website also allows approved hotels, hostels and information centres to book seats for their clients online, and pass on accurate departure times so clients can use their time for last-minute packing or shopping rather than waiting at reception.

Connexionz installed a GPS device in the six Airbus vehicles, enabling real time information to be sent to the computer via radio telephone every 5-30 seconds. Connexionz software combines this information with data gathered on previous trips to calculate arrival and departure times.



Airbus becomes preferred transport provider

From a service hindered by daily schedule uncertainties and suffering the effects of Auckland's clogged traffic infrastructure, Airbus has enhanced its reputation and dependability.

Airbus customers appreciate the improvement. Complaints about reliability and schedule performance have dropped from 10 or so a day to just one complaint every two to three days, and Airbus is now the preferred public transport provider for many Auckland hotels that previously found the service too unpredictable. Airbus chose the Connexionz solution for its easy deployment and proven operational system. While Connexionz' capital costs were slightly more than competing bids, Airbus has justified its decision through achieving lower operating costs and excellent after-sale service and technical support from Connexionz.



Airbus manager Bevan Dale is more than happy with the service improvements Connexionz has contributed to.

"The service now implies reliability, as well as offering passengers significant value for money compared to other transport service providers.

"Our passengers are actually depending on the real time information now. Even when our bus schedules are compromised, passengers now know exactly when the next bus will arrive, improving their perception of our reliability," Mr Dale says.

Connexionz' real time tracking technology has enabled Airbus to play its part in reducing the strain on Auckland's traffic congestion as public transport becomes a preferable option to log-jammed small vehicles and taxis travelling to and from Auckland Airport.

Airbus is reinvesting the revenue gained through increased passenger numbers into expanding its service. It plans to apply for the Manukau City to Airport bus route, to be put up for tender by the Auckland Regional Council in April this year. If Airbus wins the tender, three more buses would be added to its fleet.

The Connexionz approach

Connexionz clients obtain a working solution as well as validation in the form of user satisfaction, leading to increased patronage and enhanced revenue flows. The Connexionz airport bus solution is one of a suite of products, which can be matched to suit individual operator requirements. Vehicle tracking equipment, BusFinder signs and system software are standard supply, while terminal signs, web access, WAP and alternative client needs are catered for as required.

