



Auckland Regional Council Rideline call centre and website

Challenge

Provide accurate and comprehensive public transport information to the Auckland region

Approach

Implemented IPTIS to compute optimal travel options and fares available for each travel query

Results

- Reduced training time for new call centre staff
- Enabled the provision of consistent data to callers
- Improved information quality

In 1998, New Zealand's Auckland Regional Council (ARC) came to the understanding that its Rideline public transport information call centre was outdated and unable to respond to the demands and expectations of the residents and tourists who depend on the region's buses, trains and ferries for transportation.

To this end, the ARC set about the implementation of a technology based solution for the Rideline call centre. This was to replace the paper based system employed at the time to answer call enquiries about the region's public transport.

Carmen was selected as the ideal provider for the main software component of this solution with its IPTIS journey planning software. During the project, Carmen implemented a major upgrade of the software, installed the software at the client's site and uploaded the data from the data collection exercise being run by the ARC. Since that initial implementation, Carmen has provided the ARC with a number of upgrades to the IPTIS software to further improve the capability of the telephone operators to provide a range of quality services to their callers.

These have included improved improved address matching routines, improved journey planning and service listing routines.

At the beginning of 2001, Carmen was again signed up to provide a website for Rideline which resulted in www.rideline.co.nz. ARC was able to employ a website developer to work with the web capable version of IPTIS which provided the sophisticated engine that calculates journeys and provides service information. This has allowed ARC to maintain the website independently of Carmen and continue to enhance it with their features. According to Wayne Funnell, Rideline's Contact Centre Manager, IPTIS provides three main benefits to Auckland's public transport information service. Firstly, IPTIS assures consistent and accurate information at the telephone operators' finger tips which has enhanced customer satisfaction levels. Secondly, the minimal training times for IPTIS allows the flexibility to employ part time telephone operators to assist with Rideline's peak periods. Finally, the ability to introduce a website, short message service and WAP functionality provides self help options to customers on a 24 x 7 basis.

Mr Funnell commented that, "IPTIS has provided ARC with a platform to meet and exceed customer demand and expectations. Because of IPTIS, we have exceeded our customer satisfaction key performance indicators".

About Auckland Regional Council

The Auckland Regional Council plays a central co-ordinating and leadership role in improving transport networks in the Auckland region. The vision is "a well connected region" good accessibility at reasonable cost and a continually improving passenger transport system that people support and choose to use.

ARC provides integration information about public transport, through Rideline phone, website and short message service and also through on-road information and timetables.

About Carmen Systems

Carmen Systems is recognised as one of the world's leading software and operations research companies. Headquartered in Goteborg, Sweden, Carmen has major offices in Brisbane, Singapore, London, Montreal, Stockholm and Copenhagen. Carmen's products are:

- **IPTIS**
Public transport journey planning
- **CRS**
Rail crew management
- **RSD**
Real time freight car planning
- **CCM**
Airline crew management
- **PlanOp**
Distribution and logistics network planning
- **OR Services**
Operations research consulting

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*Wayne Funnell
Contact Centre
Manager
Rideline*



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www.carmensystems.com

Carmen Systems Odinsgatan 9, SE-411 03 Göteborg, Sweden
Phone +46 31 720 81 00, Fax +46 31 720 81 20, Email carmen@carmensystems.com