

CASE STUDY



"We now have a significantly shorter training time, and improved quantity and quality of information for our call center staff."

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TransLink

Better Tools for Better Customer Service

BUSINESS PROBLEM

The Greater Vancouver Transportation Authority, also known as TransLink, provides public transit in the unique geographical region of Greater Vancouver in British Columbia, Canada.

Hemmed in by mountains on one side and the Pacific Ocean on the other, Vancouver spans multiple rivers and inlets, making transit a complex task for operators and riders. Vancouver TransLink operates a multi-modal network of buses, two light rail systems, a commuter rail system, paratransit services, and ferries to meet the region's transport needs.

In this complex system, where it is often necessary for riders to make more than two transfers, generating itineraries quickly and accurately was a challenge for the TransLink call center staff.

GOALS

At the top of TransLink's call center wish list was an itinerary planning system that could quickly generate consistently accurate trip solutions. The same system would need to allow for expansion to web-based trip planning and computerized voice technology (IVR).

SOLUTION

TransLink selected Trapeze INFO-Agent because it could easily integrate with the fixed route data from Trapeze FX. TransLink has used FX for its routing and scheduling since 1995.

The INFO-Agent customer information module provides easy-to-use itinerary look-up and trip building tools. Itineraries, walking distances, transfers, maps and bus schedules can be

SNAPSHOT

| | |
|---------------------------|---------------------------------------------------|
| Type of operation: | Multi-modal regional transit |
| IT environment: | Client Server |
| Fixed route vehicles: | 750 (peak) |
| Number of routes: | 185 |
| Call center workstations: | 16 |
| Calls per hour per agent: | 30 (average) |
| Calls per day: | 5500 |
| Average talk time: | 96 seconds |
| Abandon rate: | Pre-installation: 12%, Post-installation: 7.3% |
| Trapeze Products Used: | FX, INFO-Agent |
| Trapeze Products Planned: | INFO-Web, IVR, INFO-Com |

viewed and printed or faxed by customer service agents.

The client-server architecture achieves fast data processing and data consistency. Data is stored on a central server and individual workstations send and receive data from it. This scalable architecture relieves the need for powerful workstations and provides the foundation for different means of publishing, such as the Internet or computerized voice.

RESULTS

"The call takers love the system," says Wanda Webb, Customer Information Automation Supervisor at TransLink.

Key benefits cited by call takers include better map navigation and geocoding tools, powerful route and itinerary wizards, instant access to bus schedules (headway sheets), a broad range of itinerary generation parameters and the ability to sort, customize searches, and print itineraries.

Data is easier to update and maintain, and complex itineraries can be built manually and saved as templates.

As well, there has been a dramatic reduction in busy signals, and customer complaints are minimal.

BOTTOM LINE

"We now have a significantly shorter training time, and improved quantity and quality of information for our call center staff," says Wayne Dale, Manager of Customer Services at TransLink.

"From the beginning, Trapeze said their goal was to help us build an efficient system, and that to attain this, a long-term commitment by both parties was necessary," says Dale.

"Trapeze listened to our concerns, and we valued their advice and direction. Today our staff morale remains high, and they enjoy working with the Trapeze system."

TransLink is currently implementing both web-based trip planning and computerized voice technology (IVR), which will be integrated into the Trapeze system and live by Autumn 2002.