

CASE STUDY

Gawler, Adelaide



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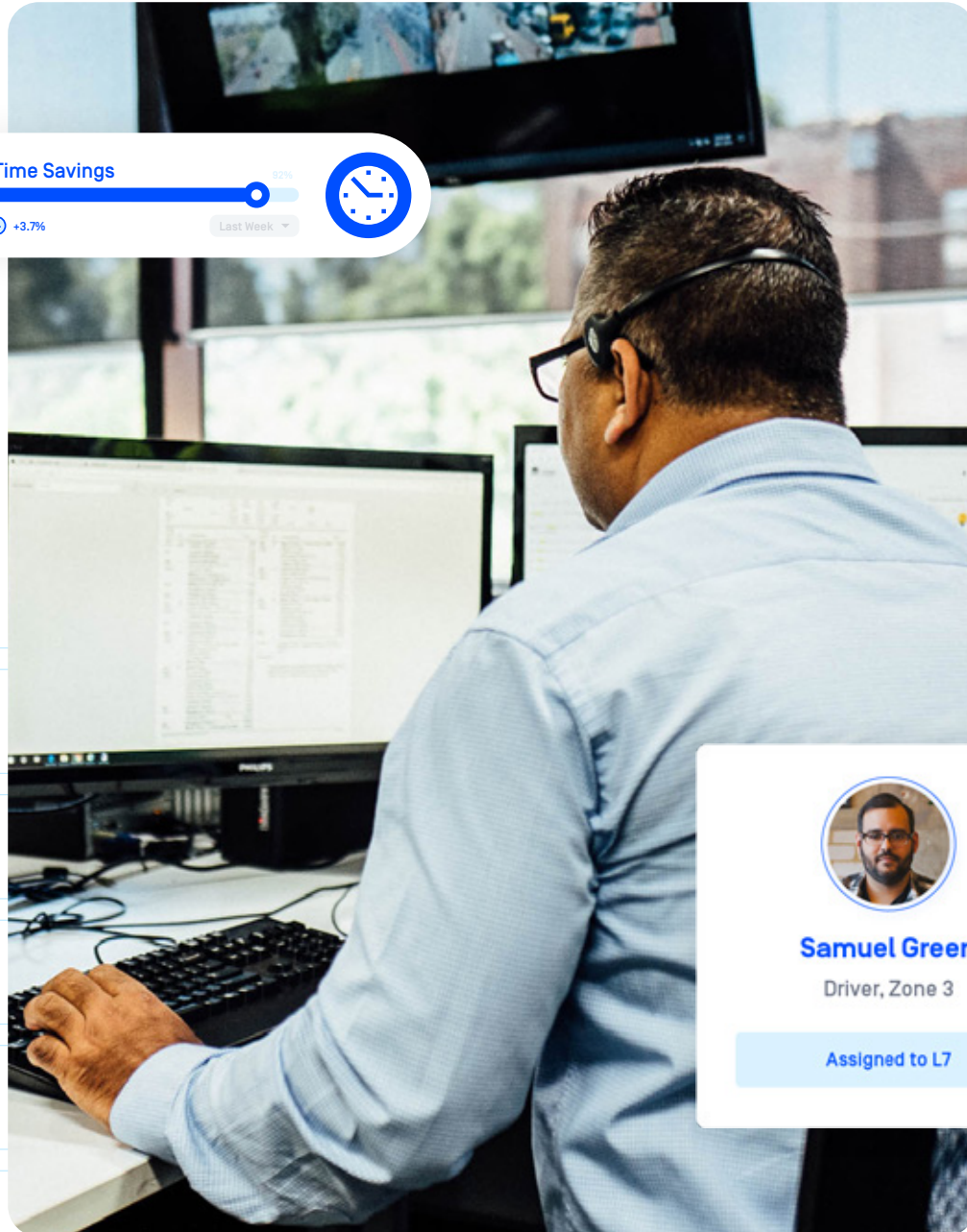
CASE STUDY

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In July 2020, Bridj partnered with Torrens Transit to update the way they operated their two vehicle on-demand service, in Gawler, Adelaide.

Bridj's directive was to improve the service's operational efficiency, which had historically operated similarly to a dial-a-ride service. It used very basic technology that required phone bookings to be made at least 24 hours ahead of time, because pick-up and drop-off information was processed and passed along manually between the call-centre staff and drivers.





Time Savings

+3.7%

Last Week



Samuel Green

Driver, Zone 3

Assigned to L7



BRIDJ'S

Operational Portal

In order to update the process, Bridj introduced its Operational Portal that allows operators to create and manage bookings instantly on behalf of customers who contact their call-centre. After operators enter the details into the portal, it then uses the bookings to generate optimised routes that are sent directly to Bridj's Driver Application. The application then provides drivers with turn-by-turn directions to each pick-up and drop-off location.





Over the first 6 months, patronage has grown by 70%, the operator is now being forced to turn people away and is seeking extra vehicles to accommodate this growth.

The improvements brought to the booking process by Bridj have significantly reduced the workload on operators.

CUSTOMER EXPERIENCE

Significantly Improved

Using Bridj's Operational Portal to manage bookings and generate optimised routes has significantly improved the customer experience and led to a 70% increase in patronage. The service has been frequently used by elderly customers, and customers with additional mobility needs living in Gawler, but as the service has grown in convenience and reliability more people are turning to the service as an alternative to the local fixed-route network.





DEMAND-DRIVEN MODEL

More efficient

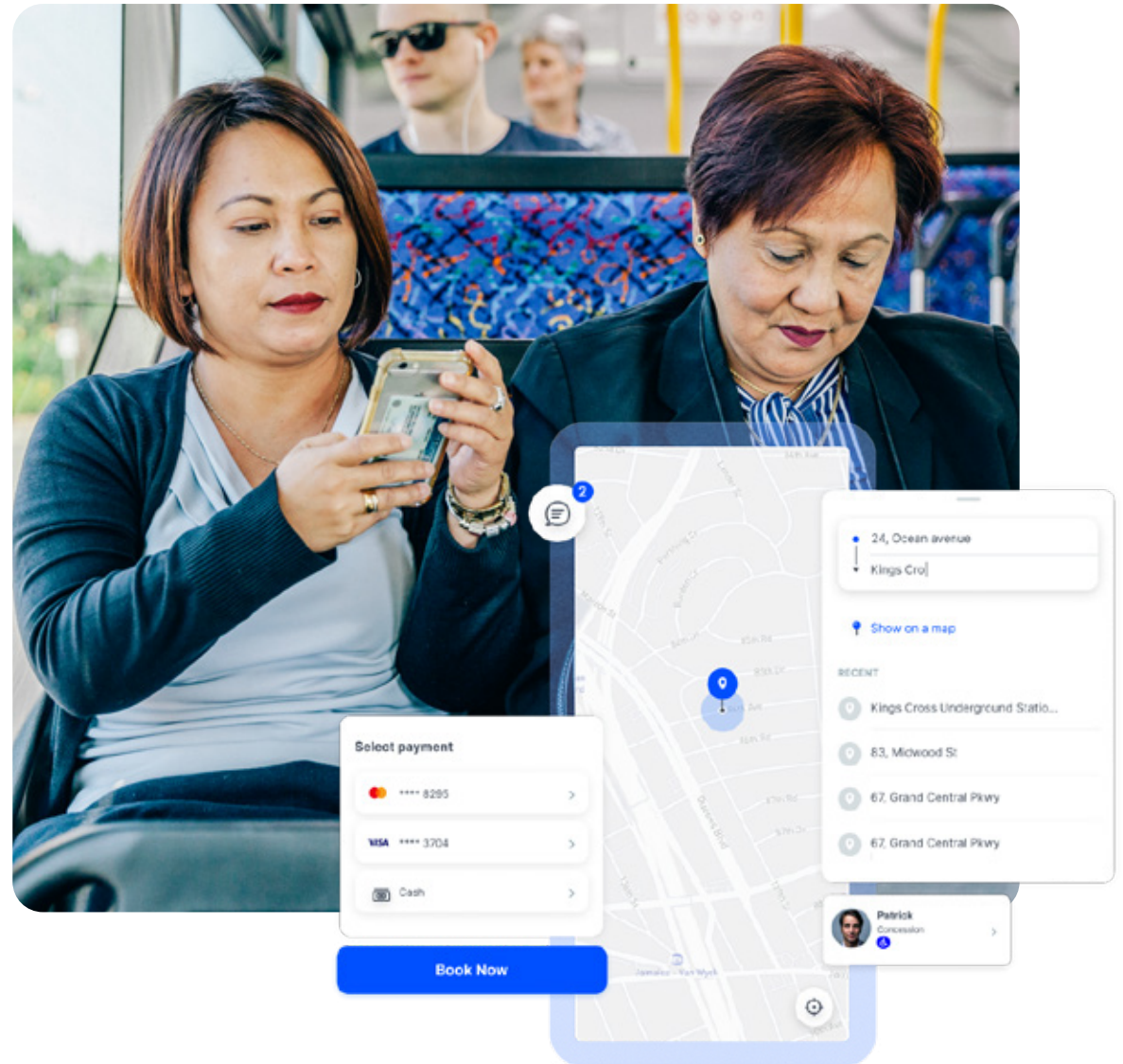
Given their limited number of vehicles, this demand-driven model is a much more efficient way of covering Gawler's Massive 60km² area. The service now covers 85% of the road network in Gawler, while only running one or two vehicles at a time. To reach every stop with two vehicles the traditional fixed-stop way would equate to a 4+ hour vehicle frequency at each stop, resulting in a significantly poorer customer experience.

Bridj's operational monitoring tools and live tracking have provided another layer of sophistication, with real-time service information and alert notifications enabling operations staff to take action when drivers are running late or sitting at a stop for too long waiting for a customer who is a no-show. As a result of these features, there has been a significant improvement in driver compliance and on-time running performance.

POWERED BY BRIDJ

Customer Facing App

In late 2021, further enhancements to the customer experience will be rolled out with the launch of a new locally branded customer facing app. The app will be powered by Bridj and will be released in conjunction with a local communication and engagement program. This will reduce the number of manual bookings being handled at the call-centre and open the service up to many more potential customers. The app links directly to the Operational Portal and Driver App, allowing customers to book and manage their trips, track their vehicle's location in real-time, access support, and receive notifications for key journey events.





For more information please contact our
team at connect@bridj.com or register your
interest on our website at www.bridj.com

