

CASE HISTORY ONE OF THE UK'S LARGEST BUS COMPANIES

KEY STAKEHOLDERS

- LEADERSHIP TEAM
- HEAD OF BUSINESS DEVELOPMENT
- THE SUPPLY CHAIN

THE OBJECTIVE

The number of people using the buses had dropped significantly due to lengthy journeys and poorly equipped facilities on buses, resulting in a negative customer experience. The client asked us to:

- Help create the ultimate customer experience
- Define and implement the sales, marketing and communication strategy
- Action great ideas

THE EXPERIENCE

We improved the consistency of communication across all media both internally and externally This included advertising, e-marketing, the website, campaigns and promotions, internal documents, email, meeting formats and agendas and other communication tools. We developed the call centre through effected training and also implemented a customer focused culture. We made some big changes to the website to create a friendly, interactive experience and supported the development of sufficient e-platforms by implementing the Amazon effect.

This was across promotions, new services, up-sell, cross-sell and alternatives which were all linked to the loyalty scheme where possible in order to increase spend per transaction.

We considered the entire environment and re-vamped the experience in the waiting rooms, turning them more into waiting lounges with comfy seats and vending machines supplying drinks and a light snack. Further to this as we the UK was starting to embrace the age of connectivity we explored options around WIFI on the buses, this now several years later has been rolled out across their entire network.

THE RESULTS

We identified the key customer segmentations and defined and implemented a marketing strategy for each. We capitalised on and effectively used the loyalty card to target and re-market to customers, thus growing sales and adding to the experience. The company continues to deliver record year on year growth predominantly organic and has achieved numerous awards and recognition. Essentially, we help to build the platform for turnaround and growth.

The business have recently reported an increase in operating profit of 8.8% in their latest end of year results and have won gold in Operator of the Year awards in 2018.

Delivered the 'Customer Golden Rules'. A strong increase in turnover and profits year on year. An award-winning bus company