

Tranz Metro

Metro Alert - Train information alerts

Tranz Metro doesn't beat around the bush when it comes to customer service. Commuters can now be informed of any schedule changes with its Metro Alerts subscription-based text alert service.



The Background

Operating the urban passenger rail network throughout the Wellington region, Tranz Metro passengers make around 12.3 million journeys annually. Tranz Metro's parent company is Toll New Zealand, which owns the country's entire rail network. It is also the country's leading multi-modal freight transport and distribution company. Toll New Zealand is listed on the New Zealand Stock Exchange.

The Challenge

A customer satisfaction survey showed, among other things, that commuters placed a lot of importance on being informed about schedule changes. Tranz Metro took this as the cue for coming up with alternative ways of keeping passengers informed about schedule changes. Tranz Metro needed a solution that would integrate fully with their timetable register to provide passengers with up to date timetable and schedule information as it happened, thus removing the need for passengers to stand on a platform waiting for the train to come.

Related Material

- + TxTBet™
- + TxTRewards™
- + TXT-a-Park™

The Solution

The days of waiting for a train on a crowded platform are numbered for Tranz Metro rail commuters. Now they can be alerted to any schedule changes via its subscriber-based text alert service.

This free real-time service means commuters can plan alternative departure times or transport arrangements from anywhere, rather than waiting on the platform and finding out only then that their rail service is cancelled or delayed.

Metro Alert is fully integrated with Tranz Metro's timetable, and the easy-to-use Message Wizard web

administration interface ensures non-technical Tranz Metro staff can easily configure broadcasts from predefined message templates. The system is extremely flexible, enabling a 24/7 broadcast of schedule changes and notifications.

Metro Alert uses a 'push service,' meaning the information is determined by the subscriber's criteria of their chosen line and whether they want information on all the line's services or peak-hour services only.

Signs of success

The uptake of the service has been phenomenal. By early 2006, over 35 percent of Tranz Metro's daily rail commuters had subscribed to the service.

“Metro Alert has, for the first time, allowed us to let our passengers know about delays as the situation develops. It's become an invaluable tool for Tranz Metro.”

Graeme Mowday, Marketing Manager, Tranz Metro.



Inside Metro Alert

Metro Alert is a mobile messaging solution that was delivered by the Fronde Anywhere team prior to its spin off as a subsidiary of Fronde Systems Group. Metro Alert is operated by Fronde Always managed services via its MessageDirect™ platform.

Fronde MessageDirect™ is a network-operator grade hosted message gateway that makes it fast and easy for businesses to implement and manage SMS, email and alert services. The MessageDirect™ gateway is also accessed by other business divisions within Toll Holdings for ferry timetable information.

The total solution provides:

- + Registration via SMS
- + Extreme flexibility, customers have the choice of accessing peak hour services or all services
- + A Message Wizard for non-technical staff, this makes it easy for them to manage message configuration and to select the correct group to broadcast the message to, based on pre-defined message templates and business rules
- + Consumer subscription for information on particular commuter rail lines via SMS
- + Flexible configuration of content services under the hood of the application using meta data
- + Efficient matching of user preferences against broadcast content
- + Fast delivery of messages
- + Integration with core systems including train register and website to avoid duplication and time misuse.

About Fronde Anywhere

Fronde Anywhere offers mobile banking, payment and two factor authentication solutions for retail banks and the wider financial services industry. Its portfolio of user-friendly solutions enables customers to make payments and bank transactions via their mobile device from any location.

Fronde Anywhere's mobile technology, provides enhanced security for authenticated access to online banking or remote networks.

The company has built its reputation on the proven delivery and implementation of first to market mobile products and solutions that deliver real business benefits to its clients.

Fronde Anywhere is part of the Fronde Systems Group, which serves clients in Europe, North America, Australasia and South East Asia from its offices in London, Singapore and New Zealand.

For further information or to request a demonstration please contact sales@frondeanywhere.com or view our website www.frondeanywhere.com

