

How to improve passenger service while cutting costs

A flexible, mobile passenger tracking system based on existing staff access control data.

Overview

The need

Balance the intention of supporting staff with mobility challenges with the need for business integrity and efficiency.

The solution

Precog systems installed a mix of RFID Card reading hardware on vehicles and identity management software to create a flexible, intelligent passenger tracking system

The benefit

By analyzing passenger times, routes and usage over time, it was possible to reconfigure both fleet and schedule to better meet the needs of users, simultaneously cutting over 30% of cost

Multi-National Healthcare company with a focus on retail pharmacy and pharmaceuticals. One of the largest drug store retail footprints in the US with a large HQ campus with over 3000 staff on site.

Driving for improvement

Key managers at HQ were tasked with achieving a better balance of transport services to employees and cost effectiveness. As a benefit to employees, this company provides cross-campus transport. By leasing vehicles and establishing routes, a service was made available to those employees who could not easily travel from outlying locations and car parks to the main buildings. This service was specifically geared towards those employees who had a permanent or temporary limitation to their mobility.

Over time, the needs for transportation across campus grew to require leasing a fleet of vehicles. As scale, complexity and costs grew, it became clear that this benefit was subject to abuse as employees opted to remain passengers after their temporary challenges had resolved, or healthy employees chose to exploit this opportunity.

By 2018, the responsible managers identified that a combination of analytics and enforcement was necessary to maintain a cost-effective benefit to employees with mobility needs. To achieve this it was necessary to track each journey from start to finish, include data on routes, times and capacity. This would require some form of supervision and data collection and/or a ticketing system neither of which were viable due to cost and complexity.

In addition, an understanding of enforcement measures was necessary. Without a ticket administration, issuing and checking system, how could passengers without legitimate access to busses be prevented from using them?

“What we are doing is using staff data we already collect as the basis of a mobile passenger tracking system. It’s so mobile the drivers take it on and off the vehicles every day in a small case. We get such detailed data there is every opportunity to analyze how best to provide the right vehicles at the right times”.

Finding a flexible solution

An appropriate solution required a combination of capabilities

- Vehicle mounted check points – but with no permanent physical installation or alteration to leased vehicles
- Fixed data points for routes, times, schedules, stops – information we need to have in the same format as passenger usage all acting as the framework of analysis
- A mechanism for granting only specific employees’ access to vehicles and rescinding that permission on a schedule it to prevent abuse.
- Flexible tracking system to identify which passenger boarded where and when.
- System for allocating passengers a unique identifier –e.g ticket number to track their journeys

Using mobss RFID Card readers with temporary mounts, each vehicle becomes its own check point. Drivers can see the results of each passenger swiping their own staff card.

The staff on the “approved for transport” list is maintained by HR and transmitted electronically through the Precog software to each mobile device, so the permission to travel is given or withdrawn immediately.

The Precog software also records all passenger and route data and presents it as reports that can be easily filtered, sorted and ordered.

With this system in place, it was possible to reschedule transit vehicles to meet the needs of staff and at the same time reduce the total fleet numbers

To find out more

Contact info@mobss.com or see www.mobss.com for a range of solutions which use existing staff data and mobile technology to solve a range of business challenges.