

# Case Study

## Bus Eireann: Country-Wide Connection

A complete transport network giving customers a consistent Wi-Fi connection.

FleetConnect teams up with Bus Eireann to take Irish Transport into the future.

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### The Challenge

- To install Wi-Fi onto the entire Bus Eireann fleet
- Improve the overall passenger experience
- Lead the way in Irish transport

Bus Eireann offers public transport all across Ireland. They wanted to install Wi-Fi across its entire fleet of 1000+ coaches. In doing so, they would be the **first Irish Commuter operator to have all of its vehicles connected to Wi-Fi.**

FleetConnect had already been providing passenger Wi-Fi on a number of vehicles in the Bus Eireann fleet since 2010. These Coaches operate on tourist and commuter routes.



Wi-Fi access on Commuter routes is especially useful for passengers on long journeys. The ability for business passengers to access email and been able to work is a big plus for commuter travel.

Tourists can now reduce their roaming charges whilst being able to more easily plan their visit, book and share their experiences and access translation services.

Bus Eireann is an award winning bus service provider, recognised throughout the industry for its high levels of customer service. At the heart of the project, therefore, was **the desire to provide passengers with the best possible service**, enabling them to continue being productive as they travelled.



Commuter Routes in Ireland especially benefit from Wi-Fi

As a part of our requirements, a **high quality, high speed on-board Wi-Fi service** on all coaches was seen as a natural complement to and continuation of this work.

### The Solution

- High-speed connectivity for passengers
- Easy to integrate with future technology
- Additional applications supported

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The Wi-Fi solution is based on FleetConnect's mobile broadband gateway technology. A wide range of marketing tools are available for customers to help them improve the service.

Infotainment is now a reality. This refers to media which is a combination of both information and entertainment. This will keep passengers entertained with films, games, audiobooks and much more and will enhance customer experience.



Bus Eireann is known for investing in passenger satisfaction



### The Results

- Passengers stay connected throughout the journey. Staying in touch with Social Wi-Fi or communication with work is now a necessity for customers.
- Solution covers other applications to improve operational efficiency
- Ireland receives the benefits of full cross-county transport Wi-Fi

The Wi-Fi service is considered a valued part of the transport experience; Wi-Fi on Bus Eireann fleet means that the popular service is now **able to provide a more interactive experience** for passenger journeys, offering an **excellent marketing opportunity** for many businesses in the Country.

*In October 2016, Bus Eireann had the following figures*

**294,464 users**  
**605,688 sessions and**  
**Total download 19TB**  
*of data*

The solution supports Bus Eireann **requirements** in creating virtually seamless Wi-Fi coverage for both residents and visitors when using public transport

Productivity on the go also adds to the city's Strategy for Jobs. In the last six months, the average session length was 19 minutes, meaning that people are connecting **regardless of how short their journey is.**

### What the Customer Says:

*"FleetConnect is a well-established provider of innovative and reliable Wi-Fi solutions with a reputation that sits well with Transport for Ireland's vision for a quality 21st century passenger experience."*

### What We Say:

*"Bus Eireann is an excellent example of a company investing in its transport network to provide a top quality experience to passengers. By deciding to invest in Wi-Fi, they have shown that **they value not only innovation, information and safety, but also the needs of the hundreds of thousands of people who rely on Bus Eireann vehicles everyday.**"*

Patrick Cotter CEO, FleetConnect