

CASE STUDY

Yarra Trams

Tram arrival times delivered via SMS

QUOTE

THE KEY REQUIREMENTS WERE MESSAGE RELIABILITY AND SPEED (LESS THAN 15 SECONDS). A PILOT SYSTEM ON 2 TRAM ROUTES WAS LAUNCHED BY THE MINISTER FOR TRANSPORT, THREE WEEKS LATER WE'D RECEIVED OVER 4000 MESSAGES. THE TECHNOLOGY WILL SOON BE ENABLED ACROSS ALL VICTORIAN TRAM LINES.



OVERVIEW

CHALLENGE

Improve tram services for users by providing accessible, reliable tram arrival times.

SOLUTION

messagemedia implemented a unique SMS solution: tram travellers SMS their stop number to 199YARRA, and receive real-time arrival data on the next 3 trams.

BENEFITS

Our fast, reliable, low cost SMS service dramatically improved customer satisfaction.

Inconsistent arrival times are an inherent problem for public transport users.

eFirst, an IT logistics provider for Melbourne's Yarra Trams, employed **messagemedia** to improve communication between the transport operator and the thousands of commuters that use the service every day. eFirst had used our standard outbound SMS service for internal communication over many years, and were keen to deploy our expertise again.

After meeting with the eFirst team to get a full understanding of their client's needs, **messagemedia** designed a comprehensive 'Tram Tracker' solution. Commuters simply sent an SMS (55c) with their tram stop to 199YARRA, and received the arrival times of the next 3 trams - eFirst supplied the timetable data, we provided the SMS gateway.

Today, **messagemedia's** premium SMS service is used on most Victorian tram lines, with thousands of messages sent every day. This fast, reliable, low cost solution has dramatically improved customer satisfaction levels among Victorian tram users.