

Turnit Ride Client Case Studies



Vy Express & Bus4you (Vy Group)

Vy Bus4you (former Nettbuss) is the biggest operator in the Scandinavian intercity bus transport industry. Present in Norway and Sweden with 450 drivers in Norway and 150 drivers in Sweden, it carries approximately 4 million passengers combined between the two countries. Vy was looking for an omni-channel central reservation system to enhance customer experience and increase its market share in Scandinavia. They were so far relying on separate tailor-made solutions for online and on-board sales (50/50 share in sales) provided by a small local company. Those systems didn't have any interconnection with each other thus Vy had to split their inventory between those systems, resulting in inefficient seat utilization.

Vy was also experiencing serious performance issues related to highly sophisticated dynamic pricing and increasing amount of booking requests converting to online distribution channels. As a result, average request times were seriously jeopardizing conversion rates and customer experience in digital sales channels.

Implementation of the Turnit Ride platform was split in two separate phases. Phase 1 included implementation of on-board hardware and sales back-end by January 2018. Phase 2 included gradual launch of the e-commerce sales channels by November 2018. New front-end webshop and mobile application was delivered by 3rd party supplier KnowIT in co-operation with Turnit (B2C API development).

Turnit Ride platform enabled Vy to merge all sales channels and sell all seat inventory in real time regardless of sales channel. Thanks to our sophisticated and robust microservices-based architecture, the performance of booking requests increased more than 70% while the amount of available destinations for booking increased more than twice thanks to modern multi-leg search algorithm.

Implementation of Turnit Ride platform also provided Vy a solid digital foundation and commercial capabilities to compete successfully against Flixbus, who entered the Scandinavian market in end of 2017.

In April 2021, Vy has gone live with a significant expansion in business with Turnit by migrating its acquired Swedish biggest airport shuttle provider Flygbussarna to Turnit Ride platform, adding up to 5 million additional annual passengers to the platform.

Homepage: <https://www.vy.se/>

Blog: <https://blog.turnit.com/turnit-expands-in-sweden-with-two-major-operators>



Bus Éireann

Bus Éireann is an Irish commercial semi-state transport company established 1987 with over 2,700 employees and 850 fleet. In 2019 Bus Éireann provided 89m customer journeys across three product areas - public service obligation routes, school transport and commercial services operating under the Expressway brand. The Turnit reservation system will be introduced on the Expressway brand, Ireland's largest coach operator, across 18 inter-city domestic and international routes. Expressway makes use of 150 buses to serve over 12 mln passengers a year and creating turnover of 50 mln EUR. The new system is in production since January 2021.

The goal for migrating to Turnit platform is to implement an omni-channel distribution strategy, allowing to significantly improve Expressway e-commerce passenger experience, eventually reducing its costly on-board and ticket office transaction volume. Expressway also wants to introduce revenue management principles on its competitive routes.

Considering the size of this customer, Turnit had to implement and improve several new core competences in its platform. Firstly Bus Eireann and Expressway sells a significant amount of travel pass products - instead of purchasing a ticket for a specific departure, passengers have historically been purchasing period tickets allowing travel between different zones based on complex rules.

Secondly, a significant amount of tickets are purchased using local Irish smart-card based LEAP scheme which Turnit platform and on-board devices must be able to validate, requiring a hardware driver level development on Android application.

Additional system integrations included:

- freshly implemented IVU vehicle and driver roster planning system
- Data views for SAP accounting and BI
- Customer's Active Directory single sign-on

Homepage: <https://www.buseireann.ie/>

Blog: <https://blog.turnit.com/irish-state-owned-bus-eireann-acquires-a-reservation-system-from-turnit>



Compagnie de Transports au Maroc (CTM)

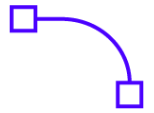
Compagnie de Transports au Maroc (or CTM) is the leading intercity coach operator in Morocco. It was established in November 1919 and is the oldest and also largest Moroccan public transport company. They serve over 100 domestic destinations and also trips to more than 80 locations outside Morocco (i.e in Spain, France). CTM operates 250 buses and employ over 500 drivers to serve about 3.5 million passengers and create yearly turnover of around 60mIn EUR.

The target of the migration to Turnit platform was to fully replace an aging reservation and operations platform, which had been developed in-house more than a decade ago. CTM understood that as the leading exemplary operator in Morocco, it should be the one leading the industry to digital age and increase its e-commerce volume considerably. It was also desirable to implement dynamic pricing to increase the competitiveness of both domestic and international routes.

Some of the more noticeable developments done within the project scope were improved data import module, sophisticated baggage handling and check-in module with flexible price calculation formula and baggage label printing.

Another component that required major developments was the bus station departures and arrivals information display module. Besides HTML-based front-end it also includes management module for full UI appearance control.

Homepage: <https://ctm.ma/>



Lux Express

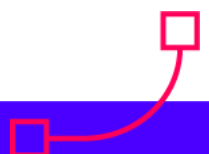
Lux Express is the largest express bus operator in the Baltic region. It operates both domestic and international lines spanning across 9 countries both in EU and outside. The company has a fleet of 120 luxury-class buses and carries approximately 3m passengers a year.

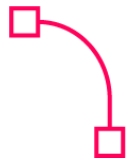
Lux Express main challenges were to streamline processes and increase operational efficiency across their wide-spread complex multi-leg network. The client also wanted to introduce demand-based pricing and airline-style marketing campaigns to better compete with low-cost carriers. As Lux Express had completely overhauled their existing logistical principles, many long lines were cut to shorter point-to-point ones. This created a demand for advanced multi-leg routing system that would provide the most efficient interchanges for passengers to travel between vast O/D combinations.

Turnit provided Lux Express a modern sales and distribution system, where all operational changes happen in real-time. We also introduced new graph-based multi-leg algorithm for dynamic routing and advanced yielded fare module that takes into account demand and time until departure to maximize yield across departures.

Following the implementation of Turnit Ride platform, Lux Express increased operational efficiency by 20% but most importantly, after implementing yielded pricing, overall revenue per km increased around 5% already within first 6 months.

Homepage: www.luxexpress.eu





“KARAT-S” AD

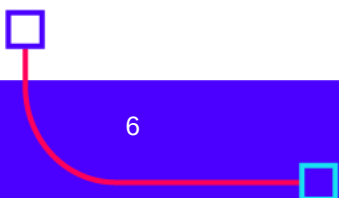
“KARAT-S” AD is a family-run bus company from Bulgaria specialising in domestic and international operations. The company has a total fleet of 170 buses. The company is a full member of the European Eurolines organization and operates its international lines under the name “Eurolines Bulgaria”. In long-distance operations, they utilise 45 buses on 17 routes and work with over 100 reselling agents.

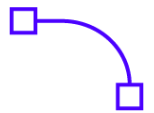
Karat-S main challenges were related to streamlining their internal processes and cut costs of the back-office operations, improve on-board sales and check-in process and introduce modern and user-friendly web sales system with multi-leg functionality and competitive loyalty programs.

Turnit introduced a comprehensive web-based reporting and dispatching system, installed on-board terminals that run always on-line sales application with rapid QR-code based check-in and designed new web-based sales engine with multi-leg search capabilities that take into account pre-defined HUB-s.

As a result of implementing Turnit solution, the client saw increase in web channels sales by 300% in the first 12 months. Karat-S was also able to reduce back-office operation cost by 15% and reduce average boarding time per bus from 15 to 8 minutes.

Homepage: www.karat-s.com



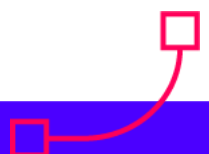


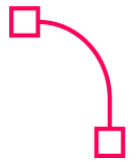
Tpilet

Tpilet is a ticketing brand of T Grupp AS, who, as an operator of main bus terminals across Estonia, wanted to create unified ticketing engine, which would aggregate and distribute the whole inventory of all bus operators in Estonia. This investment has enabled both residents and visitors to easily purchase tickets to anywhere in Estonia and has boosted online sales share from whole turnover from 25% in 2012 to 60% in 2018 resulting in reduced costs of around 20%.

Turnit team supplied back-end ticketing aggregation platform that handles 40 different operators. Sales are processed in 30 ticket offices, 12 self-service ticket vending machines and online channels - responsive Tpilet.ee web shop and native iOS and Android applications. Turnit also provided a fully integrated passenger information system for bus terminal displays (LED matrix and wide-screen displays). Tpilet project was delivered to client already in 2012 and has by now undergone a migration to Turnit's new micro-services architecture platform. In co-operation with 3rd party web development company Mooncascade (www.mooncascade.com), Turnit has also delivered a new customer-facing interface for Tpilet e-commerce website and vending machines.

Homepage: www.tpilet.ee





Transdev Eurolines

Although Eurolines brand has closed its operations by the end of 2020, we are still very much proud of this cooperation lasting over 4 years and proving Turnit's capability to support truly multinational large scale bus operations.

Transdev Eurolines was a subsidiary of the larger Transdev Group, operating inter-city scheduled bus services in France, Belgium, Holland, Czech Republic and Portugal. They had around 200 buses and sold around 3m tickets yearly with approximate turnover of 35 mEUR.

Transdev Eurolines sought Turnit's help to renovate its central reservation and inventory management system in order to keep up with the competition and to empower its expanding partnership network in Europe. Their old system was not capable of handling operations of their complex multi-segment network and distributing seat reservations in real time. Another big disadvantage was inability to handle dynamic pricing and modern marketing schemes.

Turnit provided Transdev its off-the-shelf reservation and inventory management suite Turnit Ride, which allowed for more flexibility and improved functionalities in back office, ticketing, and operations. Additionally, during the project, Turnit developed additionally a separate module for handling day-to-day operational tasks, for example, trip delays, cancellations, emergencies etc. Turnit also provided Transdev a complete booking engine API for integrating with client's front-end channels (provided by 3rd party) and distributing their seat inventory across wide digital reselling network (OTA-s, GDS etc). By implementing Turnit Ride, Transdev Eurolines was able to successfully survive the liberalization of the European long-distance coach market and obtain 20% share of the French domestic intercity coach market while maintaining the highest efficiency in terms of margins amongst the market players.