



Using Dynamics 365 to optimise bus operations and improve customer service propels Go-Ahead Singapore forward to become the urban transport provider of the future



Leading public transport operator Go-Ahead Singapore started its operations in the city-state in 2016, when it first won the tender to deliver the Loyang bus package under the Land Transport Authority's (LTA) new bus contracting model. With a mission to create a world where every journey is taken care of for everyone, every time, Go-Ahead Singapore sees digital transformation as the catalyst for the company to propel itself forward to become the urban transport provider of the future.



Customer

Go-Ahead Singapore

Website:

<https://www.go-ahead singapore.com/>

Country:

Singapore

Industry:

Public Transportation

Customer size:

500-1,000

Partner name:

MNG Solutions Pte Ltd

Software and Services

Microsoft Dynamics 365 Unified Operations and Dynamics 365 Customer Engagement

Customer Profile

Go-Ahead Singapore is a leading local public transport provider and a subsidiary of the Go-Ahead Group, a UK transport operator. With a mission to create a world where every journey is taken care of for everyone every time, Go-Ahead Singapore currently operates 28 services and are based at Loyang Bus Depot, serving the Punggol Bus Interchange and the Pasir Ris Bus Interchange.

With 28 bus services in operation across eastern and central Singapore and the increasing demand for its services, Go-Ahead Singapore had faced some challenges in monitoring their bus captain performances, maintaining a fail-proof cash box system and getting timely commuter feedback to improve its services. By partnering with MNG Solutions and utilising Microsoft Dynamics 365, a cloud-based enterprise resource planning (ERP) and customer relationship management (CRM) system, Go-Ahead Singapore has successfully enhanced its bus operations, empowered employees with the ability to action on commuter feedback, resulting in improved customer service and satisfaction.

Greater operational accuracy and efficiency with a new system that works in synergy with the current ones

Prior to the implementation of Microsoft Dynamics 365, Go-Ahead Singapore used to store its data across various systems. However, as the company continued to expand to meet the growing demand, there was a need for Go-Ahead Singapore to adopt a new system that can work in synergy with its current systems, including the Common Fleet Management System (CFMS)¹ and the Duty Allocation System (DAS)², to improve operational efficiency.

In order to move forward, Go-Ahead Singapore decided to partner with MNG Solutions to leverage Dynamics 365 to address its challenges. Since deploying Dynamics 365, Go-Ahead Singapore's management team could easily gather information on bus captains' performances and analyse it with ease, allowing them to identify areas of improvement that they can work on in future training sessions to plug performance gaps, and equip bus captains with the necessary skills to excel in their roles in the future.

The new system also helped Go-Ahead Singapore to improve the accuracy of its cash collection process. Using Dynamics 365, the finance team could keep track of the cash boxes on board their bus fleet better, which were marked individually and linked specifically to each bus, to reduce the possibility of accounting mismatch and financial loss for the company as it continues to grow.

"Microsoft Dynamics 365 is user-friendly and has a great overall experience. Three elements which I particularly appreciate are the ease of accessing commuters' feedback, improved efficiency and a clean interface that does not overload a user with information."

Tay Yu Ying
Customer Service Officer, Go-Ahead Singapore

Empowering employees to action on commuter feedback, to improve customer experience and satisfaction

As a public transport operator that enables thousands of journeys every single day, commuter feedback and satisfaction is extremely critical for Go-Ahead Singapore's long-term future in the city-state. In the past, Go Ahead collected commuters' feedback via a multitude of channels – email, telephone and walk-in conversations at passenger service offices, Go-Ahead Singapore decided to streamline the process and implement an online feedback form to save time and resources required to manage the commuter feedback process.

¹ CFMS is system that supports performance tracking

² DAS is a system that supports the allocation of shifts, duties and leave

“As a convenient and easily-accessible platform, the online feedback form became an extremely popular feedback channel among commuters, driving a 30 percent increase in commuter feedback since its implementation and providing us with a better view of the actual experience that commuters encountered on the ground.”

Andrew Edwards
Managing Director, Go-Ahead Singapore

Following the implementation of the online feedback form, Go-Ahead Singapore’s Customer Service Officers (CSOs) saw a 30 percent increase in the volume of commuter feedback received. Additionally, the online feedback form also enabled the CSOs to save an average of 30 hours per person per month from the manual processing of commuter feedback data, with the time saved being repurposed to other more meaningful tasks, such as the understanding of commuter feedback to enhance service delivery and raise their satisfaction levels.

For instance, a commuter feedback on crowded buses on selected routes during peak hours, particularly for buses plying routes to schools and industrial estates, has enabled Go-Ahead Singapore to understand commuters' concerns better and promptly address it by discussing solutions with the LTA to enable more seamless journeys for all.

Journeying towards becoming an urban transport provider of the future

As Go-Ahead Singapore continues to expand its footprint in the Lion City, digital transformation will be key in positioning the company for future growth. Following the successful implementation of Dynamics 365, which has helped to enhance its bus operations, empowered employees with the ability to action on commuter feedback, and resulted in improved customer service and satisfaction, Go-Ahead Singapore is looking to roll out new on-demand employee bus services that will improve bus captain welfare and provide an insight into future technology.



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customers.microsoft.com

Microsoft Dynamics 365 combines ERP and CRM systems via the cloud to deliver a modern approach to business applications. With unified data at the fingertips, organisations can build intelligence into decision-making to achieve better results.

Website:
<https://dynamics.microsoft.com/en-sg/>