TRANSFORMING AIRPORT SHUTTLE SERVICES

AIRSIDE. INTER-TERMINAL. CAR PARKS

Trapeze now delivers passenger information for both airside and landside shuttle services across Heathrow Airport.

THE SOLUTION

1 VEHICLE TRACKING – EVEN IN TUNNELS

Airports are notoriously difficult locations from a connectivity point of view, with tunnels, routes under buildings, and heavily built up infrastructure. Trapeze's latest technology offers accurate vehicle tracking – even when buses are travelling underground

2 ACCURATE REAL-TIME PASSENGER INFORMATION

Passengers have complete visibility regarding shuttle departure times, offering reassurance that they will meet connections, and also enabling them to make informed decisions about whether to take the next bus, or wait for the following one.
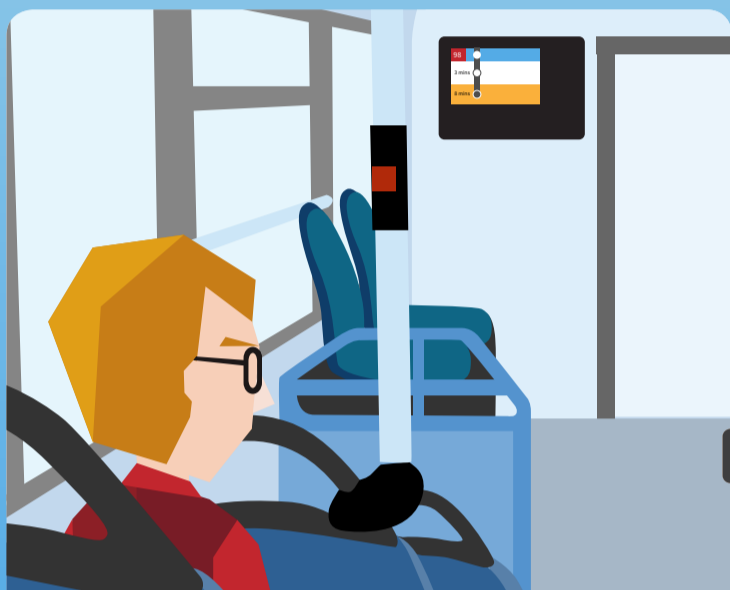
3 LOCATION-SPECIFIC MEDIA

Passengers on buses can be shown media specific to their present location – typically in the form of warnings about upcoming security requirements, or retail options in approaching terminals. Thus armed, passengers move through the airport smoothly and with greater assurance.

4 DYNAMIC SCHEDULING

Operators can use live passenger movement data to dynamically adjust schedules to meet current demand, ensuring greater efficiency, and reducing waiting times for passengers.

BENEFITS

FOR PASSENGERS

• Shorter waiting times
• Reassurance & reduced stress
• Plan journeys based on reliable information

"I am now able to see first and second bus times, so I can decide whether to take the first bus, or wait for the next one so I can finish my work and still arrive on time. This makes a big difference to my day."
Inter-terminal shuttle service user, Heathrow Airport
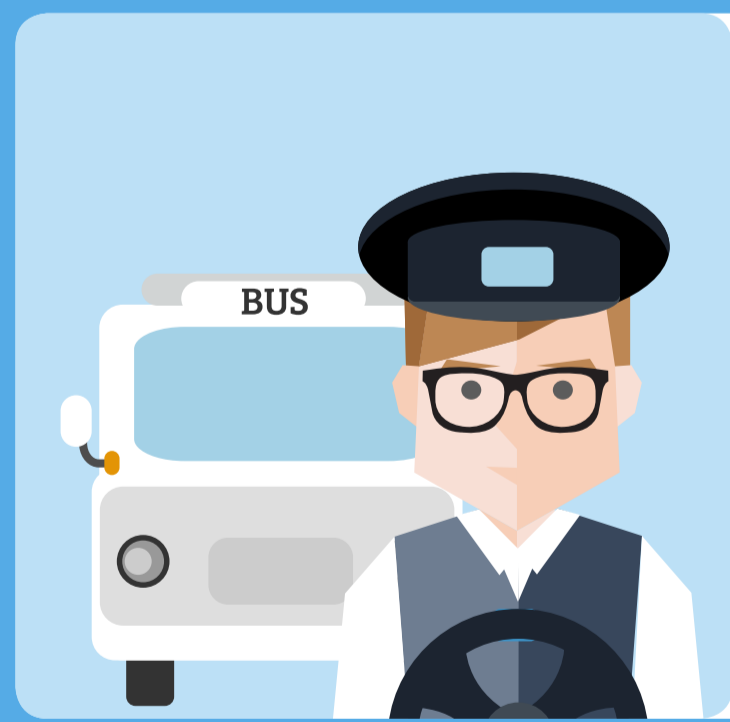
FOR SERVICE PROVIDERS

• Hit passenger waiting time SLAs
• Improve schedule efficiency
• Collaborate with Airport partners

"Data screens are accurate and real-time feeds show exactly where each vehicle is located; the impact is evidenced by reduced passenger waiting times. The information available to passengers, and our ability to dynamically re-route buses to address surges in demand, have improved service levels. There have been no SLA breaches for passenger waiting times – our primary performance metric."
Stephen Wilson, OmniServ ITO Operations Manager (Inter-Terminal Service Provider)

FOR AIRPORTS

• Better passenger experience
• Improve flow of passengers through the airport
• Collaborate with shuttle partners

"I have noticed consumers appear less stressed, and it has encouraged them to use their time more wisely – e.g. using restrooms or charging a mobile device – as they know when the next bus is due. On-board media has proven a good distraction on journeys that can be perceived as long, provide key information about what is coming next, and remind passengers of security rules. We are now able to work more collaboratively with partners to measure SLAs and ensure we are meeting passenger needs."
Heathrow Airport Customer Operations Manager Sarah Kumeta

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Trapeze®
Here for the journey

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