# WiFi VAS IN BUSES
## ABIDJAN TRANSPORT COMPANY CASE STUDY

## Background

Abidjan is the biggest city in Ivory Coast with more than 4,7 million inhabitants. In the last ten years, it has become an economic center of the country and is evolving at a remarkable speed. Not only it develops in terms of territory, but also quality of life, including public transport.

Development of a public transport infrastructure was crucial for Abidjan as on average buses transport 800 thousand people daily. But for the Abidjan Transport Company (Fr: *Société des transports Abidjanais*, SOTRA), development had to go hand in hand with improvement of passengers' comfort. Therefore, in 2017, the company offered passengers on-board WiFi and implemented WiFi value-added services to make WiFi a tool for improving the transport infrastructure.

## Challenges

SOTRA wanted to begin the modernization project from buses in the Cocody district, known as WIBUSes thus a starting point was to provide WiFi in all these buses.

For WiFi VAS there were two challenges. First of all, SOTRA needed a tool that would provide an in-depth analysis of how people use public transport, especially what are the rush hours and which buses and routes are the most popular. Such data would contribute to modifications of the bus infrastructure and timetables, increasing efficiency of public transport.

## Executive summary

**Company:**
Abidjan Transport Company
(Fr: *Société des transports Abidjanais*, SOTRA)

**Location:**
Abidjan, Ivory Coast

**Industry:**
- Telecommunication, public transport

**Challenges:**
- Improved passengers' comfort
- Increase efficiency of buses
- Collect demographic data for marketing purposes

**Solution:**
- On-board Orange WiFi
- The Linkify platform

**Benefits:**
- Potential increase of mobile banking service users
- Increase of the bank efficiency
- Remote management of the event
- Branded captive portal
- Quick log in procedure with social media or CPF
- Customers engagement in the event's promotion
- Prestige for the innovative and technologically advanced campaign

Then, the challenge was to **gather demographic data of the passengers** to identify who is the main target group of public transport and who is the least likely to use it. The data would be useful for future marketing campaigns.

## Solution

A complete solution was offered to SOTRA by Orange and AVSystem. Orange provided WiFi and AVSystem provided WiFi value-added services. Together, they met all the above-mentioned challenges.

**The solution implemented by AVSystem is Linkyfi;** it is a public WiFi management solution and a powerful WiFi marketing platform. It enables to create a whole logging-in path within a few minutes. A user-friendly WYSIWYG captive portal editor enables to set log-in through social media, tokens, questionnaire, and many more. Such captive portal can be set either for a whole organization or just its suborganizations. The platform also gives a possibility to set a landing page and manage network parameters.

As an analytic tool, Linkyfi gathers KPI data about WiFi users' online activity, including their preferences, loyalty, and engagement and presents them in a form of charts and number data.

## Benefits

Thanks to Linkyfi, SOTRA can collect insights into its passengers. Once passengers connect to WiFi, they are welcomed with a branded captive portal with a 3-question questionnaire about their name, sex, and age. Then, the data gathered from each response is sent to SOTRA in a form of a report. Only last year, **passengers filled 600 thousand of these questionnaires providing SOTRA with tremendous amount of data.** Combined, they enable the company to create precisely targeted marketing campaigns and attract even more passengers.

Now, SOTRA can also run an advanced analysis and access KPI data. From the moment passengers log in to WiFi, Linkyfi gathers data about their online behavior. Then, the data from each bus is processed and presented in a form of charts presenting passengers' connections statistics, including the numbers of WiFi connections and a length of sessions. This shows SOTRA an exact number of passengers in a bus and a length of their rides.

Moreover, with the data aggregated from almost 200 buses, **SOTRA can analyze passengers' movement not only at a level of a single bus, but also for WIBUSes altogether.** It enables to define rush hours, adapt timetables, and modify bus routes making transport more efficient. Combining all data made it possible to reorganize routes of WIBUSes and reduce a number of lines from 12 to 9 while increasing a number of passengers per bus.

However, the whole solution would fail without passengers willing to log in. So, what makes them eager to connect to WIBUSes' WiFi? Thanks to onboard WiFi, they can now check their emails, social media, and their business engagement while going to work. Considering the fact, that the logging-in process is very simple and fast, it makes it a useful alternative to private Internet packages.

## About AVSystem

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, LwM2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology. For more information please visit:

www.avsystem.com

## About SOTRA

The Abidjan Transport Company was created in 1960 as is the first public urban transport company in West Africa. It manages transit with 526 standard busses, 145 express buses and 26 boat buses. For more information please visit:

www.sotra.ci