



# BUSWORLD ACADEMY WEBINAR SERIES – PART 3

Oct 15th, 2020

## Answers to questions posed by the attendees

Dear friends of the bus and coach industry,

Thank you for attending PART 3 of our webinar series in partnership with CheckMyBus on “**Coach Industry Comeback! Digital Strategies & Success Stories**”.

Please find in this document the questions asked by the attendees that remained unanswered during the webinar.

For the ease of use, we have made a content table of all the questions asked. Just click on the question to jump to the answer. You can always jump back to the overview by clicking the button “Back to List” under each question. Or you can search the name of questioner in the document.

Kind regards,

The Busworld Academy & CheckMyBus Team



1. Working in the systems area, we see the multimodality and omnichannel business model growing in the travel sector. Flecha Amarilla opens its business to marketing channels, beyond its own sales force? We have encountered a lot of resistance on this issue in Mexico.
2. What was the feedback from passengers when you were opening and closing routes to optimize your KPI?
3. How do you in real-time, monitor the number of passengers onboard the bus? What is the input parameter for it?
4. Who is going to pay this system? The PTO or PTA?
5. How difficult was it to implement the systems in a country like India and especially how did you ensure that the staff/team got adapted to this change?



Question by Diego Marin

**Working in the systems area, we see the multimodality and omnichannel business model growing in the travel sector. Flecha Amarilla opens its business to marketing channels, beyond its own sales force? We have encountered a lot of resistance on this issue in Mexico.**

**Answer by Juan Pablo Martín**

We do open up to different marketing channels. In fact COVID shifted a bit the way Flecha works, and right now we are creating different Sale Strategies with companies that are not coach operators, i.e. Hotels, Food Franchises, Government, etc. It also depends on which brands or services of the company we are talking about, some are more open, others

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Question by Leigh Abra

**What was the feedback from passengers when you were opening and closing routes to optimize your KPI?**

**Answer by Juan Pablo Martín**

In general passengers understood that we were living different times and there was a lot of uncertainty. In some destinations we had to make the difficult choice of cancelling services knowing that we might lose our customer. For this we focused a big marketing campaign with the message of “We will see you soon” “We are in this together” “We can’t wait to see you again”, it was important to use the sentimental part of the pandemic.

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Question by Sundeep Kumar Pratheep

**How do you in real-time, monitor the number of passengers onboard the bus? What is the input parameter for it?**

**Answer by Rajanvir Singh Kapur**

1. We get crew input through an app developed for drivers as well as the input from the commuters app namely, Pathadisha that was discussed about in the webinar.
2. We also get passenger count information from the Electronic Ticketing Machines. All the machines are GPS as well as GPRS enabled.

Through these two mechanisms, we get real time data on demand.

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Question by Jean-Luc Deflandre

### Who is going to pay this system? The PTO or PTA?

**Answer by Rajanvir Singh Kapur**

Payment for the initial basic development of the system was made by World Bank. Presently operational expenditure is being made by PTA which is West Bengal Transport Corporation (WBTC). The operational cost is roughly \$10,000 per month for the dedicated manpower manning the control room etc.

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Question by Anonymous Attendee

### How difficult was it to implement the systems in a country like India and especially how did you ensure that the staff/team got adapted to this change?

**Answer by Rajanvir Singh Kapur**

It has really been a difficult journey to achieve this. Actually, the entire technology and implementation methodology was new to the organization. There was hardly any support from any expert.

Development of software, device installation & configuration and most importantly, the training of the crew members as well as monitoring the staff has been a tough journey for the organization.

Initially, we had to face unrest amongst the crew members while introducing machines to issue tickets. But we have successfully developed efficient ground level teams in each and every depot and also trained some of them to monitor the entire system from the control room.

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