



INFORMATION IN A NUTSHELL: STAGECOACH LONDON INTRODUCES **NEC PUBLIC DISPLAYS** FOR COMMUNICATING WITH EMPLOYEES

The Stagecoach Group is one of the world's largest private local transport providers, operating on three continents. Stagecoach's comprehensive range of services includes the transportation of passengers by bus, rail and ferry. With 13,000 vehicles, the company transports up to 2.5 million passengers every day and employs 30,000 people. In the public transport sector, which is increasingly becoming the focus of privatization, Stagecoach has largely secured itself a strong market position in Great Britain, New Zealand and the USA. Over 4,200 Stagecoach employees in London recently began to receive up-to-date daily information via public displays.

Nowadays recipients need their information as quickly as possible. In highly sensitive sectors, such as public transport, it is important to keep staff up to date with the latest information on contract announcements, fares and ticketing procedures, company and garage news. In order to be able to operate in a successful and customer oriented manner, this information needs to be communicated to staff in a clear and comprehensible way: a challenge that Stagecoach London has been able to meet with the help of a Public Display solution from NEC Display Solutions.

"We needed to find an effective way of providing our staff with rapid and comprehensive information", says Paul Owens, Marketing and Commercial Manager, Stagecoach London, "In the past we have used pin boards to keep our colleagues in bus depots up to date with the latest news, but you can imagine that this could be a time consuming and frustrating method as well as being quite unsightly. We were looking at bringing staff communication into the 21st Century."

The pin board has now become an outdated system for Stagecoach London enabling them to reach a workforce of 4200 staff quickly and professionally. With a computer-assisted digital signage system from NEC's partner, Procyon, and the corresponding display hardware from NEC Display Solutions, the company has succeeded in bringing communication with its staff right up to date and providing information in a rapid and flexible manner.

Motivation by Information

Every day, the drivers of nearly 1,300 of Stagecoach's London regional and city buses need to check in and out of ten bus depots. During their stops, which vary depending on their shift, the drivers exchange news, the vehicles are checked and pas-



sed and the change and takings from the day are handed over. With the help of the NEC MultiSync® LCD4010, 40-inch monitors installed in the depots, the drivers can immediately get up to the minute information about their forthcoming route and duty changes, including, for example, informing them to look at the duty sheet to see what job they are doing when the changes take place.

According to Paul Owens, "We now have an extremely short reaction time, which enables us to put information online straight away. Service, reliability and customer satisfaction are the vital ingredients for success in this sector and we need to be sure our staff are well informed. The new information system, based on the use of Public Displays from NEC Display Solutions, is one of the most important investments that we have made in this regard in recent years."

Since the Stagecoach depots are located around London in Barking, Bow, Bromley, Catford, Leyton, Plumstead, Romford, Stratford, Upton Park and Waterden Road, up to date local information is vital to staff. The content of daily "programs" is put together by Paul Owens himself at a central office for company wide issues, and by local managers for specific depot issues. In this way, both central and local information including for example changes in fares and ticketing procedures can be passed on to staff more rapidly.

The Public Displays are monitored at the Company's Head Office in Ilford to ensure local news items are up to date and relevant. With the help of the NaviSet® Administrator software developed by NEC Display Solutions the screen settings are controlled and managed via a network and the integrated scheduler function, a timer with seven individual programs, enables the displays to be switched on and off at pre-determined times. The installation of public displays in the traffic offices of the Stagecoach bus depots was only possible using the NEC CableComp function, which ensured

that data cables of up to 100 meters long could be laid from the PC to the monitor. Video signals are balanced and arrive at the display without any loss in picture quality – allowing the video source and the display to be placed in two completely separate locations, while the content is compiled and the Public Displays controlled using a central windows-based software console, which means that any standard PC running Windows can be used.

The new large format LCD displays are also very popular with Stagecoach's staff, since their waiting times at bus depots can now be used to obtain information from the company, to get safety tips or company news. Events for employees, get-togethers, sports trips or snooker evenings can also be announced using the displays. Paul Owens told us, "Our passengers like us because of our friendly and polite service. Within a local privatised public transport system, such as we have in Great Britain, we need to provide our staff with every comfort, since our major asset is our people, if they are happy, this transfers itself to our passengers."

Quality pays

"With the NEC MultiSync® LCD3210, LCD4010 and LCD4610 public displays used for our customers we have a guarantee that all of our essential requirements have been fulfilled: user friendliness, quality and reliability. During the whole of the time that we have been working with NEC Display Solutions Europe, there has not been a single equipment failure that could be put down to the manufacturer", says Pat Taylor from Procyon, who was responsible for installing the systems at Stagecoach. The proficiency of its display partner is extremely important and with its solution-based approach, NEC Display Solutions is the perfect partner.

Thanks to this public display solution from NEC, Stagecoach now has a modern communication system for its staff – an investment that has already proved its worth.



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