



CLIENT
BC Transit

INDUSTRY
Public Transportation

TECHNOLOGIES USED
Oracle WebCenter, Oracle
Middleware, Oracle OVM & OEL,
Oracle Servers and Storage

BUSINESS NEED
BC Transit's clients used to have to go to great lengths to find out their schedules or routes, but as technology improves they aren't willing to do that anymore and BC Transit wanted to meet this need and make it as simple as possible for their clients.

SOLUTION
Eclipsys helped BC Transit implement Oracle WebCenter as a platform for a modern, dynamic mobile-enabled website that puts customers first. Launched in late 2014, the new website delivers a modern experience with responsive design, making personalized transit content easy to view on a mobile device.

RESULT
BC Transit can now offer their clients quick trip planning, better access to schedule data and convenient travel alerts. It also includes social media capabilities to encourage interactive feedback from the public. enterprise authentication for new services, down to 'a few hours of effort'.

ECLIPSYS HELPS 50 MILLION BC PUBLIC TRANSPORTATION RIDERS STAY CONNECTED

BC Transit, a public transportation provider servicing many BC regions has a fleet of 1052 vehicles and more than 50 million customers per year. In 2013 they decided to update their website and engaged Eclipsys to do so, they wanted to be able to provide a totally new way of communicating within their organization as well as to consumers and partners.

BC Transit is doing something right. Over the last two decades, ridership has more than doubled from 21 million trips annually to 51 million in 2013, but until recently the BC Transit website provided little information to facilitate travel. It hadn't been significantly overhauled in more than a decade and lacked mobile and social media functionality

CUSTOMER SERVICE CHALLENGE

When BC Transit's old website was originally designed 12 years ago, having a customer service focus wasn't even on the radar. The website functioned as a catch-all for transit information and concentrated on the corporate side of the business. So, it was possible to find annual reports and service plans, but it wasn't easy for riders to use the site to plan how to take public transit from point A to point B in their communities. Because the infrastructure was old, the site was slow and updating content required a programmer.

SOLUTION

From the onset, BC Transit and Eclipsys wanted everyone to realize that that the project wasn't a one-off effort to simply design a website with flashy new mobility features. Instead, it was the start of a longer journey to improve the value of the BC Transit website to offer better service to customers.

BC Transit leaders chose to work with Eclipsys because our experts proposed a turnkey Oracle-on-Oracle solution with WebCenter suite including Content/ Sites/ Portal/ Social, deployed on Oracle middleware and Oracle Database, with Oracle infrastructure including OEL, OVM, servers, and storage. As an Oracle Platinum cross stack partner, we are helping BC





Transit accomplish their goals using Oracle on Oracle benefits. We architected the entire environment on Oracle so that the customer exclusively focuses on the business requirements and doesn't need to worry about the IT elements. Eclipsys delivered, configured and tested the hardware in the hosting facility and re-arranged and migrated the newly designed Oracle WebCenter content into the dev and live environments. Along with helping with the implementation process, we are hosting, maintaining and supporting BC Transit's WebCenter implementation.

RESULTS

Today the BC Transit site is one of the main ways their customers communicate with them, and it's almost always the first tool that people use to plan their trips. They recognize that transit in BC is more than the bus on the road. It's an end-to-end travel experience from the time a people look up schedules, to buying fares, to reaching their destinations.

MOBILITY CHALLENGE

BC Transit wanted to get people from where they are to where they want to be safely, reliably and efficiently by providing the right service at the right time - this was the impetus for improving their website with mobility and other functionality. From the onset, one of the most important goals for them was to incorporate mobility into the new site.

SOLUTION

Our experts worked with graphic designers to give the site an overall intuitive and consistent layout. Then, they took advantage of WebCenter's flexibility, scalability and built-in support for the most popular mobile operating systems to ensure that the site can scale up or down. This responsive design makes the site easily navigable and presents information clearly and concisely even on a small 2.5-inch screen.

To make sure travel experiences in all the communities served by BC Transit are similar—while still balancing the unique needs of each location—WebCenter's content management capabilities were put to good use to create 83 different personalized landing pages for all the municipalities under the BC Transit umbrella. Rather than having to depend on programmers to design and code web pages, using the platform's library of reusable components made it easy to dynamically create pages that feature BC Transit branding but also incorporate unique aspects of each community. Now, when a customer logs in, the website uses automatic location recognition technology to guide riders to their local BC Transit system page.





RESULTS

BC Transit's new website went live in December 2014, and feedback from the public has been extremely positive. Customers find it much more welcoming and personalized to have a local transit home page, and trip planning using their mobile phones or tablets is a huge improvement. They also find it helpful to access travel alerts and to subscribe to alerts via e-mail for specific bus route. Customers can even receive alerts to let them know when the next bus is coming to a specific stop.

The new website also features embedded social media feeds, and this is encouraging conversation and connection with customers on a daily basis. In fact, BC Transit has more than 7,000 Twitter followers, and it received over 1,000 user inquiries and request from the public in the first few months the website was in operation.

"Today, we're confident we're providing the right information that is timely and accurate on our website for our customers,"

- Erinn Pinkerton, Executive Director of Business Development

"Eclipsys did a wonderful job. They hit it out of the park, and our website is one that I'd hold up to any in terms of responsiveness and design."

- Brian Anderson, VP of Operations and Chief Operations Officer

ABOUT ECLIPSYS

Since 2009 we have worked with private and public sector clients to successfully address their most complex business challenges through highly innovative, flexible and customizable solutions and services that integrate business processes and information technology.

Eclipsys is an Oracle Platinum Partner, globally recognized as one of the highest levels of distinction within the Oracle Partner Network, and has one of the largest Oracle exclusive practices in Canada.

"We deliver award winning custom IT solutions and specialized services to Canadian Enterprises. Our success comes from enabling our customers to achieve maximum business value from their investment in Oracle technologies."



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