Case study

Now we can make bus travel easy, reliable and affordable

How FlixBus uses location to improve safety, routing and customer satisfaction

FlixBus needed

to keep customers up-to date at all times on bus arrivals and journey status.

Read more

HERE delivered

HERE delivered historic and real-time data to calculate the best routes and deliver accurate ETAs

Read more

The results

better routing and satisfied drivers and customers

Read more

to keep customers up-to date at all times on bus arrivals and journey status

FlixMobility is the biggest mobility company in the world, taking a digital-first approach to make bus and train travel easy, consistent and affordable in more than 30 countries.

FlixMobility is a global, digital-first transportation provider. Launched in 2013, its innovative data-focused approach has revolutionized the sector and accelerated its growth into more than 30 markets.

Customers boarding its striking green buses might think FlixBus is a traditional kind of service. It is anything but. The company uses data from its expansive network to meet customer demand and provide a consistent service.
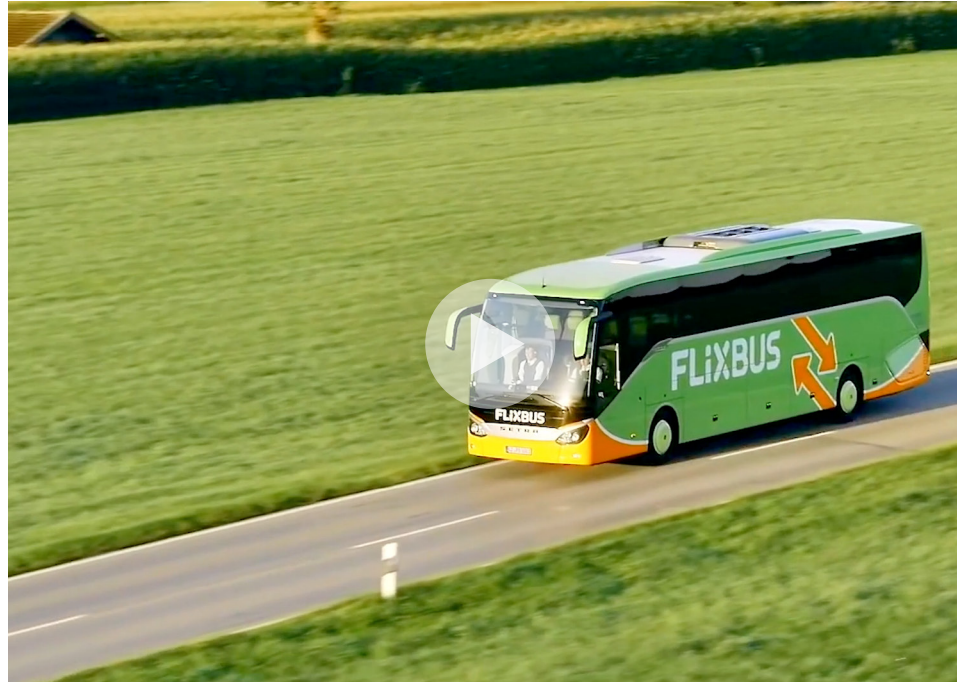
FlixBus has also used customer feedback to build a picture of what today's customers want:

1. A good travel experience
2. Ease of use from booking to traveling
3. Safety
4. Competitive prices
5. Sustainability

FlixMobility's Domain Product Owner Elliot Tabachnik said the rise of the internet has made customers more budget-conscious as they are able to aggregate and compare prices.

"It has given consumers a lot more choice but can create a race to the bottom. Consumers want a cost-conscious experience that also provides quality and consistency."

Above all, customers want to know where their bus is and when it will arrive.

HERE routing, navigation and traffic data helps FlixBus stay on track.

FLiXBUS

About FlixBus
FlixBus is a young mobility provider that has been changing the way millions of people travel in Europe over the past three years. As a combination of tech-startup, e-commerce-platform and transportation company, FlixBus was able to establish Europe's largest intercity bus network in a short amount of time.

"Customers are looking for more energy-efficient green travel options. They are more educated about this topic than ever before and understand things like end-to-end carbon footprints. Intercity bus is by far the most energy-efficient and green way to travel if you look at the entire footprint."

Elliot Tabachnik, Domain Product Owner, FlixMobility

historic and real-time data to calculate the best routes and deliver accurate ETAs

Drivers on FlixBus routes need to understand the best way to get to their destination, and how to reroute the bus, if needed. FlixBus' traffic control team also needs visibility over its global network to manage complex exceptions, such as marathons, road closures or traffic jams.

FlixBus uses historic data from HERE to understand ETAs and plan routes. Real-time data is overlaid so that the traffic control team can react quickly to any changes.

HERE data allowed FlixBus to build a driver app, including turn-by-turn audio navigation, so drivers don't need to look at or touch their phones. FlixBus customers can now track their bus on the website, getting accurate ETAs.

As a location platform, HERE can easily scale and optimize for different vehicles, including buses, scooters and bikes. Routes must be calculated differently for each vehicle type.

> "Before, we had navigational tools on the buses that calculated the route and ETA. What HERE allowed us to do was to bring that in-house."
>
> Elliot Tabacknik, Domain Product Owner, FlixMobility

Constant improvements

Because the driver app is based on the HERE platform, it's easy for FlixBus to make changes. "We receive suggestions from drivers on how to improve, and we take that feedback on board to make improvements," Elliot said.

The results

Happier drivers

FlixBus drivers are more satisfied and can shape the future of the app.

Better ETAs

Accurate routing means customers know exactly where their bus is.

Easier customer experience

Planning and traveling is now simpler for customers.

Want to talk? We do, too. Get in touch here.

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Ready to make your mode of transportation easy, consistent and affordable?

You probably have some questions first. How can location technology help me? What types of data and services does HERE provide? Are they easy to integrate?

Get in touch

here

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About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit **360.here.com** and **www.here.com**.

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