

## Case Study: Internal Comms

### The Client

A dynamic and ambitious transport company, Metroline is proudly serving London, one of the world's busiest cities. Their principal business is the provision of bus services under contract to London Buses, operating through an area that extends from North to West London, including Central London and the City.

Every day Metroline strive to meet their passengers' expectations, be it through good customer service, a clean and presentable vehicle or simply getting their customers to their destinations on time.

### The Challenge

Metroline employees are constantly on the move, driving from depot to depot. This makes communication a real challenge. Irregular shift patterns and 24 hour a day staffing can make it difficult to communicate important legislation and safety announcements.

Metroline require a way of communicating with drivers when they arrive for their shift or whilst they stop for a break.

### The Solution

Sabercom worked closely with Metroline to specify and provide an 11 site digital signage system for communicating across all bus depots.

Placing screens in the reception and break out area of each depot allows for important messages to be read by each of the drivers.

Communication managers can broadcast important safety messages and update drivers on new legislation. A mix of travel and weather news means that drivers are constantly informed of any hazards that may occur during their shift.

Sabercom users at the individual depots can also control the content of their locations screen, this ensures that information is local and relevant.

The Sabercom system has proven to be one of the most important communication channels for Metroline. Sabercom's on-going relationship ensures that the solution is constantly evolving to meet their requirements.



### Testimonial

"Sabercom provided us with a communication channel that is a very effective way of communicating important procedures, safety, and corporate messages. Our drivers are not in one place for long. By having multiple screens located at each depot we can ensure that important communications are never missed, and mixing sports news in with important information ensures that drivers are drawn to the screens. The fact that Sabercom is so easy to use is critical to the success of the system. Each site is responsible for content on their own screen and very little training is required."

- Scott Crowder, Corporate Communications Manager

For further information visit [www.sabercom.co.uk](http://www.sabercom.co.uk) or call Sabercom on +44 (0)1732 440035