

Objective

RATP (French public transport company), supported by SIEL system (bus, train and tram localization system...), wished to provide mobile services to inform passengers via SMS, at what time the next bus or the next train would arrive.

While installing new devices (information terminals at bus stops, answering services and a mobile Internet website), RATP wished to make the most of the new "Noctilien" network (night bus network) and therefore build up the positive experience with Ocito.

Implemented solution



Service started :
Since 2005

Ocito has developed a generic solution providing the following services:

- Customers send a SMS MO with the bus line number the name of bus stop in "natural language"
- Customers immediately receive the time of arrival of the next two coming buses to the required bus stop.

The RATP (network) administrator can activate a new bus line through an interface; he can check exchanges with customers and can also update the "lexico" module. Finally, an "alias" system is able to create synonyms and therefore optimize the "lexico" recognition module in the RATP "natural language".

Results

Ocito created for the RATP IT department an overall solution capable of managing SMS+ services.

The "lexico" engine gave good recognition rates for bus stops.

The "use per stop" rates match with the RATP expectations.

Deploying these services throughout the public transport network is now part of the RATP marketing strategy.