

Mobile WiFi Solution Case Study



Bus company sees increased customer satisfaction by having on board wifi solution

Challenge

Tech savvy commuters have discovered that bus transportation is a great way to commute to work. The need to stay connected and productive with on the road has become apparent.

Situation

Founded in 1968, C&J is the second largest provider of intercity bus transportation in Northern New England. serving It has become a regional icon, providing a unique, safe and dependable transportation experience to over 450,000 passengers each year. With the tremendous increase in bus ridership recently, C&J wants to provide a superior customer experience and stay ahead of the competition.

Solution

Focal Point Communication worked closely with C&J to implement an on-board mobile wifi system that customers can connect to on their laptops. Using a Sprint USB mobile broadband modem and a Cradlepoint CTR350 mobile router securely mounted in the bus, customers can access the internet at DSL type speeds. Even with the challenges of getting wireless coverage in a moving vehicle, C&J has found that customers are very satisfied with the quality of coverage and speed of connection.

Sprint's mobile broadband coverage is the best in the industry, particularly from Portland, ME down the east coast. That means that C&J doesn't have to worry about dropped connections in the vast majority of areas that the buses travel. Additionally, Cradlepoint routers use patented "wipipe" technology for persistent connections and traffic management to ensure that users get the most satisfying connectivity possible.

Results

C&J has gotten many emails from riders who express appreciation for the wifi service.

Furthermore, riders mention that they are more likely to travel on C&J buses because of having internet access while traveling.

Your company may be able see similar savings and productivity increases, too.

**Please contact us for a consultation and demonstration.
Call 1-800-887-6468 for more information.**

