

How transport providers and mobility enablers can use social media to better communicate with their customers

Traffic, Transport and Social Media

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Speaker Qualifications

Bent Flyen has until April 2011 worked for 3 years in transforming the public image of Trafikanten to an innovative and interesting service for the 1 million inhabitants in the Oslo area by creating the new award winning trafikanten.no and mobile application downloaded over 300 000 times in an area with 1.2 million inhabitants. From May 2011 he will be the CEO of Empatix AS, a provider real time system based on the SIRI standard

The use of Twitter in public transport in Norway when traffic problems arise

Twitter is used by some of the major providers of public transport in Norway: Norwegian State Railway (NSB); The Norwegian National Rail Administration (Jernbaneverket); Ruter (Oslo PTA); Trafikanten (Information about public transit in Eastern Norway); AtB (Trondheim PTA); and several others. The presentation will focus on how they use Twitter as a real time tool to inform and discuss with customers. The focus will be how to use Twitter when there are traffic problems: how to keep customers updated with information when the infrastructure breaks down and you have to transport thousands of customers by bus instead of train. The presentation will use data from a survey of 14 public transport agencies in Norway and go into depth on how they use Twitter: where in the organization Twitter is located; how is it done (clients and automated updates); what is the response from the customers; lessons learned.