

KONDUSKAR TRAVELS

CASE STUDY





OVERVIEW

Konduskar Travels is a renowned travel operator. It has a large fleet of buses that travel through the length and breadth of India and carry millions of passengers throughout the year. They own luxury buses that are preferred by their clients due to the quality of services and timely departures/arrivals. They are headquartered in Kolhapur.



REQUIREMENTS

Konduskar wanted to offer on-board entertainment to its travellers. Considering the large number of travellers and a highly competitive market with low margins, they wanted a low cost high capacity solution that could accommodate many concurrent users. The major challenge of installing WiFi internet in any moving object is ensuring uninterrupted service and a good quality of signals. Adding to this challenge, because of the volume and diversity of the travellers, managing and controlling the network were a huge concern.



HOW WE HELPED

- ▶ Reduced OpEx and CapEx
- ▶ Easy tracking of number of users, bandwidth control, policy management and reporting
- ▶ Large volume of data to perform consumer behaviour analytics
- ▶ Increased revenue by on-board advertisements
- ▶ Integrated BYOD support
- ▶ Simplified and centralized network management
- ▶ A reduction in network fault calls
- ▶ Ability to remotely control, monitor and troubleshoot
- ▶ Ubiquitous Wi-Fi coverage and a stronger signal
- ▶ The ability to support high density environments with more concurrent users per access point
- ▶ Access point Monitoring
- ▶ Proximity marketing
- ▶ Increased ticket sales

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A scalable and reliable solution for wireless internet was installed on various Konduskar buses for entertainment and revenue generation purposes (through ads).

Konduskar Travels is an affordable intercity/interstate bus operator which operates from Kolhapur, India. They are one of the leading bus operators in India and have won many awards for their service and customer safety. In addition, they are also embracing new technologies like online booking, mobile app, vehicle tracking and automating their operations. Customers love their service with their on-time schedules, clean buses, friendly staff and accident free record. Konduskar is planning to aggressively expand their operations across many other states in India.

Konduskar also faces intense competition from other bus operators that are always looking to bring innovative products and services to distinguish against the competition. One such area is entertainment of the passengers while they travel long distances. Traditionally, a common medium of entertainment was a television connected to a DVD player. The staff would insert a movie disc for the entertainment of the passengers.

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Fundo TV User Interface

However, they had started facing complains from passengers who needed more options for entertainment while they were on the go.

There was an increasing demand to have in-flight entertainment like experience in buses. The in-flight entertainment provides many options to the passengers so they could choose from multiple options like movies, TV shows, music videos, cartoons and videos. When Konduskar started inquiring about the in-flight entertainment they realized that per seat entertainment system was too expensive and it didn't fit their budget, especially when they were operating in a highly competitive travel industry with low margins. They needed a system that was affordable yet provided multiple entertainment options to its patrons.

Konduskar also wanted to be more competitive and offer something that was not attempted earlier in the travel industry in India. They were looking for a solution that was scalable and didn't require cellular Internet connectivity since the 3G/4G services were not reliable on the intercity and interstate routes.

Konduskar soon realized that Wi-Fi based entertainment system was the answer since it offered an affordable yet scalable solution for their on-bus entertainment system. They contacted Wifi-soft Solutions because of their decade old experience in WiFi technology and a team that could deliver the right solution. Wifi-Soft Solutions was asked to provide a cost effective on-board entertainment solution which would work for them and give the best overall performance.

Wifi-Soft came up with a solution that they called "FundoTV", an on-board entertainment system in which a wireless device is installed in the bus. The service provider (Konduskar Travel) could upload any content like movies, videos or songs on the device via a secure web interface. The plug-n-play device could be easily installed in the bus and be powered using a battery. The device didn't require any Internet connection and worked independently with minimal intervention.

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The passengers had an option of either downloading a free mobile app from Andriod app store or access the stored content through their browser. The mobile app was small, (around 400 Kb) and could be easily downloaded from their 3G connection. Passengers could also connect to FundoTV's SSID and would be prompted to open their web browser to gain access to the entertainment content. Once connected, they could easily browse through movies, songs, videos and other content. They had an option to view movie trailers create a song playlist and control videos/movies using player controls.

They also used the interface to display advertisements which lead to an increase in revenues.

Konduskar deployed the FundoTV solution in over 40 intercity buses and loaded the device with over 60 GB of entertainment content. After a month, they decided to conduct a survey of the bus passengers on what they thought of the new service. The results were astonishing and surprised the top management.

Passengers loved the in-bus entertainment system and gave Konduskar a thumbs up for providing the choice of entertainment while they travelled. good reviews flooded all booking sites Kids got an option to watch cartoons, adults had the choice of Hollywood, Bollywood and regional movies and the older passengers got a choice to listen to the songs of their generation. Konduskar was also able to lure passengers from their competitors thus allowing them to generate more revenues. More importantly they provided a rich user experience to their passengers and won a loyal customer base.



Fundo TV Access Point

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