

OVERVIEW

GO Boston Shuttle, a leading provider of shared ride service to and from Logan International Airport, saw an opportunity to expand its operation into around town transportation as more and more of its customers began requesting non-airport rides. They needed a booking system that could price fares by the mile allowing them to fulfill point-to-point requests, while still offering set rates for their traditional airport shuttles and corporate accounts. Additionally, with nearly 50% of its website traffic stemming from a mobile device, it was imperative that the booking tool be fast and easy to use on a smart phone; and they needed a way to connect their drivers with passengers faster.



SOLUTION

GO Boston Shuttle, a long time valued client of The Hudson Group, met with the team to discuss their needs and adopted a mobile-first approach. The first step in the process was to update their marketing website using responsive design to ensure the site would render well on any device.

Hudson then worked collaboratively with the GO Boston Shuttle team to integrate a new 'Universal' booking engine that enabled them to price fares by the mile, by set zones, or by accounts giving them ultimate flexibility and control. Additionally, the reservation system was built to interface with Google maps making it faster and easier for their customers to quickly set pick-up and drop-off locations. The system also supports the ability to embed an optional booking widget on the website providing visitors with 1 click access to fare quotes.

As part of the solution, reservation management and account modules were installed making it easier for customers to confirm, cancel, or edit trips, as well as store personal information enabling them to book faster in the future.

In an effort to improve quality of service, Hudson also deployed the Mobile Widget tool-set enabling GO Boston's customers to locate their drivers in real-time, check-in for reservations on a mobile device, as well as review their overall travel experience. Each of these widgets was made available with 1 click access through automated email alerts and text message notifications. Customers can seamlessly and easily connect easily with GO Boston Shuttle drivers and staff.

TECHNOLOGY USED



Responsive Content
Managed Website



Universal Booking System
Mileage-Based and Pre-Set Pricing



Reservation Management
and Profile Modules



Ready to GO



Where's My Vehicle



Rate My Ride

RESULTS

- ✓ Visitor retention increased 25% year over year
- ✓ 35% Increase in click-thru rate
- ✓ 15% Increase in conversion rate
- ✓ 20% Lower call volume

With the ability to price nearly anything through the Universal Booking System, we're now able to offer our customers around town transportation - enabling our business to grow in new areas. Plus, giving them the ability to easily connect with us while traveling has made them happier, our drivers are less frustrated, and improved the quality of our service.

Rob Landry, President