



***INCREASING THE ON-TIME ARRIVAL (OTA) FOR A
MOVE-IN- SYNC CUSTOMER***

COMPANY OVERVIEW

Move-in-Sync, founded in 2009, has emerged as a leader in employee transportation management, serving clients from various industries, including technology, healthcare, finance, and manufacturing. The company's innovative approach to transportation challenges has earned it recognition and praise from industry experts and customers.

Move-in-Sync, provides an employee transportation management solution aimed at helping organizations efficiently manage their employees' commute from home to the office and vice versa. The company offers a comprehensive platform integrating technology, logistics, and operations to streamline employee transportation processes.

COMPETITORS

300 +
ENTERPRISE CLIENTS

500 K+
DAILY
USERS

3 M
CAB TRIPS PER
MONTH



PROBLEM STATEMENT

One of Move-in-Sync's customers is facing an issue where their employees are not arriving at their destination on time. **The customer's current OTA (On Time Arrival) rate is 85%**, which is below the **industry average of 95%**. This has resulted in a loss of productivity and a decrease in employee satisfaction for the customer. The customer is looking for a **solution that will increase their OTA rate to 95%**.

IMPACTS OF LOW ON-TIME ARRIVAL

OTA - On-Time Arrival

OTA lets us know whether the cab reaches the desired destination as scheduled.

If we say that the OTA is 85%, then 85% of the total cabs reach the destination as per the scheduled time. It is essential because it affects the productivity and the satisfaction of the Employees of the customer company of Move-in-Sync.

Loss of Productivity

- Late arrivals frequently force meetings to be rescheduled, disrupting focus time for other employees and leading to less efficient workflows overall.
- Delays may cause employees to miss crucial meetings or appointments, jeopardizing project timelines and potentially costing the business opportunities.
- Employees may leave work earlier to ensure they reach their destination on time, minimizing productive hours.

EXISTING OTA

85%

INDUSTRY AVERAGE OTA

95%

AVERAGE DELAY PER TRIP

10-15 MINS

AVERAGE NO. OF EMPLOYEES IMPACTED

200 (SAY)

TOTAL DAILY PRODUCTIVITY LOSS

15 MINS * 200 EMPLOYEES
=3000 MINS OR 50 HRS

Decreased Employee Satisfaction

- Repeated delays or unreliable transportation leads to anxiety and frustration among employees.
- Long, inconsistent commutes consume personal time, negatively impacting work-life balance and overall well-being.
- Chronic transportation issues may cause employees to seek companies with better commuting support.

VARIOUS STAKEHOLDERS INVOLVED

Stakeholders Involved in Transportation Operations

Transport Manager:

- The central figure responsible for planning, coordination, and overall management of the transportation system.

Ground Operations Team:

- Handles on-the-ground logistics, ensuring smooth and efficient operations.
- Facilitating employee cab boarding and debarking.
- Resolving immediate passenger queries and issues.
- Coordinating with drivers in real-time.

Fleet Partner:

- Provides well-maintained and reliable vehicles.
- Vehicle procurement and management.
- Regular maintenance and servicing.
- Ensuring vehicles meet safety standards.
- Managing driver documentation (e.g. licenses, background checks).

Drivers:

- Individuals responsible for the pickup and drop offs of the passengers.
- Safely and punctually transport employees.

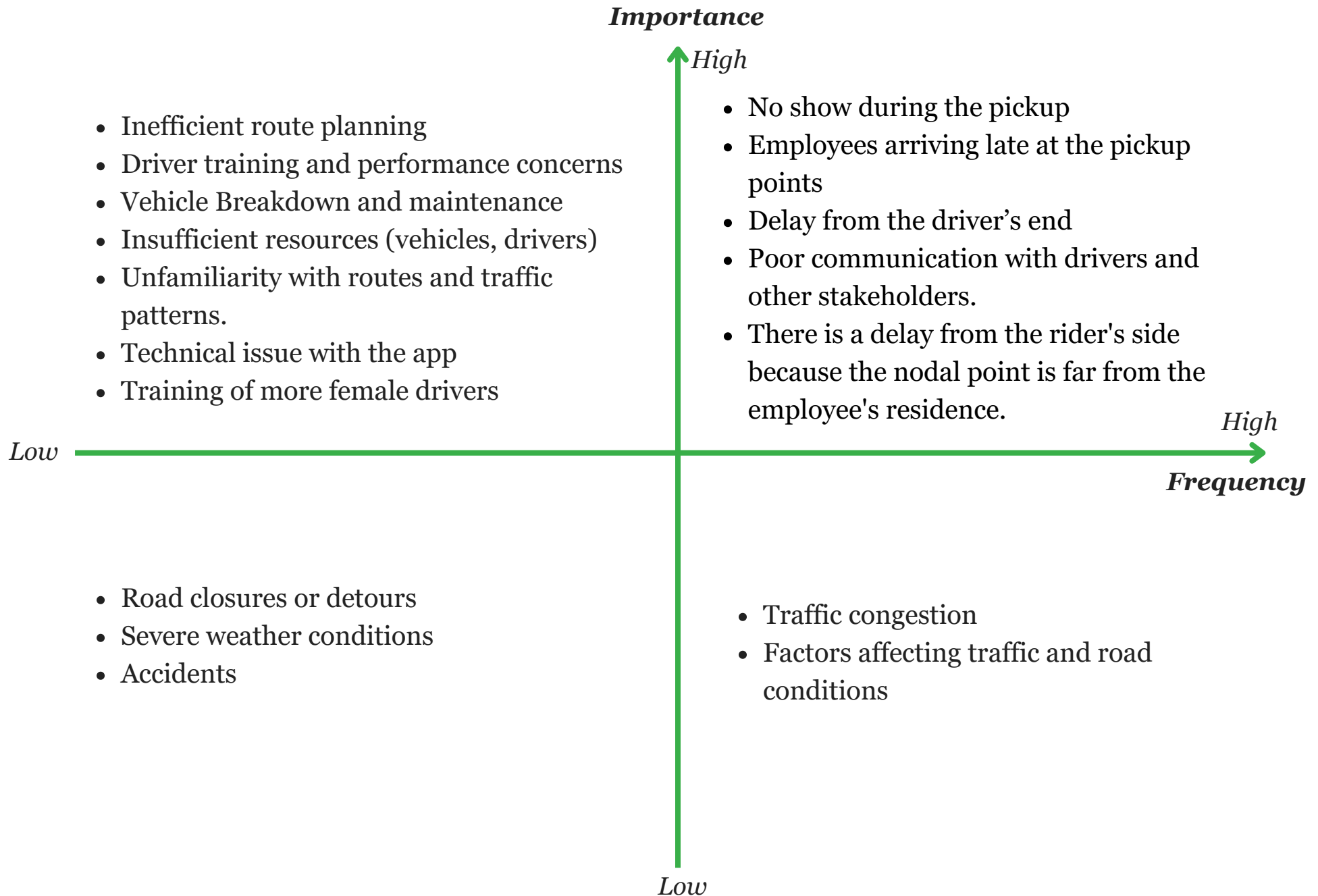
Employees (Rider):

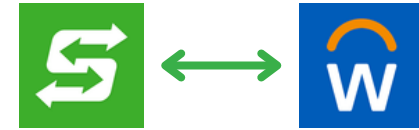
- This segment includes the employees of the customer company to whom cab services are provided.

PROBABLE CAUSES

Stakeholder	Internal Causes	External Causes
Transport Manager & Ground Operations Team	<ul style="list-style-type: none"> • Ineffective scheduling and dispatching. • Poor communication with drivers and other stakeholders. • Insufficient resources (vehicles, drivers) 	<ul style="list-style-type: none"> • Vehicle Breakdown and maintenance • Traffic congestion • Road closures or detours • Severe weather conditions • Accidents • Factors affecting traffic and road conditions
Driver & Fleet Partner	<ul style="list-style-type: none"> • Inadequate data on traffic and road conditions. • Unfamiliarity with routes and traffic patterns. • Technical difficulty with the driver's side of the Move-in-Sync app login. • Difficulty in finding the exact pickup location • Driver training and performance concerns • Delay in the allotment of the cab • Inefficient route provided in the app to the driver to reach the pickup or drop-off point. • Unavailability of female drivers for the female drop-offs 	
Employees (Rider)	<ul style="list-style-type: none"> • Inaccurate and incomplete location information provided • Technical difficulty with the rider side of the Move-in-Sync app login. • There is a delay from the rider's side because the nodal point is far from the employee's residence. • Employees arriving late at the pickup points • No show during the pickup • Unaware of the cab arrival 	

ISSUE PRIORITIZATION





1. Integration of the HRMS of the company with the Move-in-Sync platform:

The Move-in-Sync system's integration with the customer's HRMS will assist in obtaining information about the employee's work-from-home and leave days in order to address the issue of no shows at the time of pickup.

Details on Leave:

- Move-in-Sync can automatically stop workers who have been granted leave from booking cab on the days they have been granted leave by extracting leave information straight from the HRMS.
- Adjust route planning to account for expected lower ridership due to leaves.

Work-From-Home Status:

- Similarly, this data can be used to remove employees from Move-in-Sync system pickup routes on days that they are designated by the HRMS as "work-from-home" days.

Automated Cancellation:

- Move-in-Sync, once linked to the HRMS, could trigger automatic cancellations of ride bookings when:
- An employee goes on leave unexpectedly (e.g., sick leave).
- Work-from-home is designated for a day where a trip was scheduled.
- These automatic cancellations could also send an alert to the affected employees, offering explanations and potentially options for rebooking if needed. This will eliminate wasted trips and resources.

Collaborate with IT teams from both the customer company and Move-in-Sync to establish a secure API connection between the HRMS and Move-in-Sync. Conduct rigorous testing in a staging environment before going live.

2. Automated Calls for the confirmation of the cab booking before the scheduled time:

Last-Minute Reminders: A well-timed confirmation call can significantly help by:

- Giving them an early opportunity to report if they won't need the pickup.
- An automated call can immediately inform the employee, reducing uncertainty and waiting time in case of delay or a sudden change in vehicle assignment.

This can be implemented by IVR-based Confirmation:

- An IVR (Interactive Voice Response) system can dial the rider before pickup time.
- Riders can use their keypad to:
 - Confirm the ride: (***Press 1 to confirm your pickup***).
 - Cancel the ride: (***Press 2 to cancel***).
 - Report an issue (***Press 3 to speak to an agent***).
- For this Move-in-Sync would need to partner with a telephone provider that offers Features for IVR call flows or connecting to a voice bot system.
- Timing to schedule the automated the IVR call should not be too early or too late like just before the cab schedule, it can be 30-40 mins before the booked schedule.

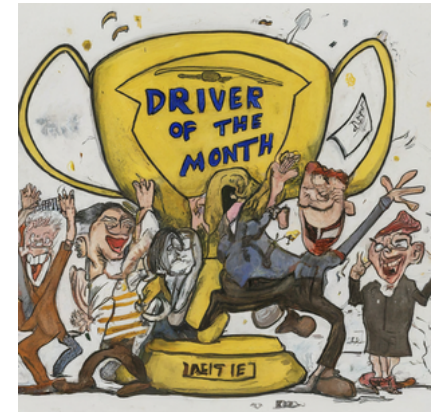
3. Provide drivers with the incentives for being on time:

Direct Monetary Incentives

- A bonus amount for consistently being on time during pickup/drop-off. This could be structured done on the basis of:
 - **Per Trip:** Small bonus for each trip within a tight timeframe of the scheduled time.
 - **Daily/Weekly Aggregate:** Larger bonus if they achieve a high on-time percentage across all trips in a defined period.
- **Surge Pricing for Peak Hours:** Offer higher compensation during peak hours where timely pickups are extra crucial and contribute to the company's overall OTA.
- **Regularity Rewards:** Increased bonuses for drivers who maintain on-time performance for consecutive days or weeks.

Non-Monetary Incentives

- **Preferred Routes/Shifts:** Allow top-performing drivers first choice when selecting routes or preferred work hours on the basis of ratings and performance.
- **Recognition:** Feature top on-time drivers in company updates, or on leaderboards to promote healthy competition.



Possible strategy for Implementation of the 3rd proposed solution

- Create clear targets for what counts as "on-time."
- Implement a reporting system that presents insights on individual driver performance and shows an overall average.
- Determine which approach will work well with drivers (per trip, daily, weekly, regularity bonuses).
- Consider your budget
- Hold explanatory meetings or send official notices communicating the program, goals, potential rewards, and how success will be measured.
- Conduct regular reviews of the program's effectiveness.
- Gather feedback from drivers on whether the incentives are motivational enough.
- Also, most importantly, drivers should not indulge in rash driving or over-speeding for bonuses.
- Some kind of speed limiters can be installed on cabs provided by the fleet partner to avoid the case of rash driving.

THANK YOU