



Tracking Customer Behavior Through Digital Transformations

Brand UI Case Study



How the Story Began

Started by a humble and hardworking woman



Alm. Ibu Mutiara Siti
Fatimah Djokosoetono
(Pendiri Bluebird)

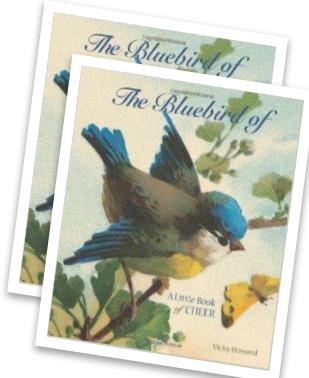
... A law lecturer, a mother of 3

... Main pillar for the family



... From Batik, to Eggs to Taxis

... Blue Bird: Bird of Happiness ➔



The name “**Blue Bird**” was adopted from a European fairy tale

Company Purpose

Berbagi Kebahagiaan untuk Membangun Negeri

Values

PEDULI

Kekeluargaan
Sepenuh Hati

Menghormati Sesama

Peduli Lingkungan

INTEGRITAS

Kejujuran

Disiplin

Transparan

Tanggung Jawab

PELAYANAN PRIMA

Fokus

Terhadap Pelanggan

Kualitas Tinggi

Keunggulan Dalam Operasional

Sumber Daya Terpercaya

POLA PIKIR BERKEMBANG

Tangkas

Tabah

Bekerja Keras

Pembelajaran Inovatif

50 years ago, Bluebird established transport service quality at the level that had been unheard of and unseen before in the country



GREAT BRAND

Blue Bird's is designed to be the brand of service quality and safety



GREAT PEOPLE

Blue Bird's people are well trained, experienced, and always ready



GREAT SERVICE

Blue Bird has set a standard for ultimate service benchmark in Indonesia



GREAT FLEET

Blue Bird is known for its fleet reliability due to superior maintenance management



GREAT SAFETY

Blue Bird will maintain it's superiority status in assuring safety

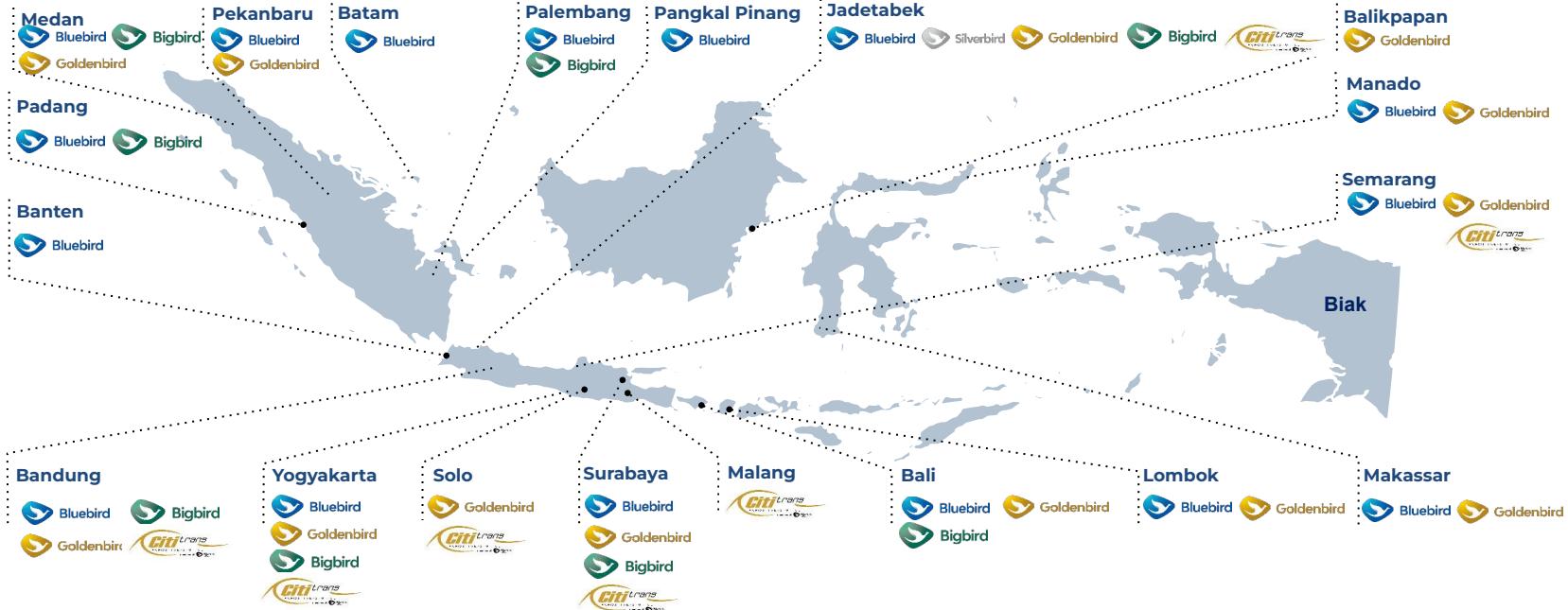


Started with 25 Cars

Now we are one of the largest mobility solution companies with **> 25.000 fleet, 20.000 drivers and employees** in **18 cities**.



Bluebird
Group



Key highlights

- ✓ Presence in all key cities ("first mover" advantage)
- ✓ Growing urbanization across Indonesia presents a significant opportunity for growth
- ✓ Awarded as Indonesia's living legend company by Warta Ekonomi (2016)

Distribution channels support pan-Indonesian platform

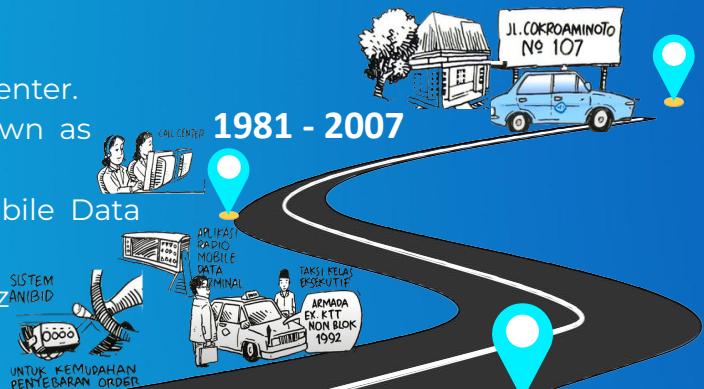
- ✓ 48 depots nationally, including 29 in Jakarta⁽¹⁾
- ✓ 526 exclusive outlets that include hotels, malls, offices, apartments, residential and convenience stores⁽²⁾
- ✓ 24-hour call center and mobile apps booking system

(1)
(2)

As of Jan 2022
As of Jan 2022

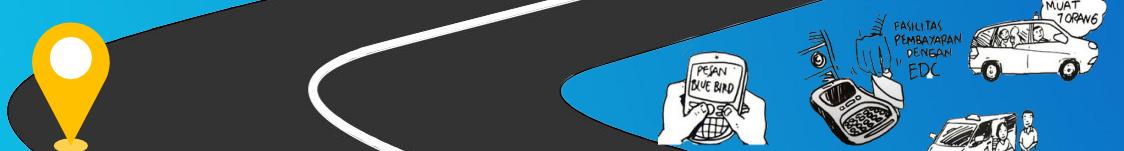
Since the day we exist, innovations is our DNA to deliver reliable mobility solutions

- Introduce Computerized Call Center.
- Launch Executive Taxi, now known as Silverbird
- Introduce Anybid dan Radio Mobile Data Terminal System
- First Taxi's using Mercedes-Benz



1972 - 1980

- Officially operate in Jakarta with 25 Holden Torana
- Launch 1st pool at Kemayoran, with its own maintenance workshop
- 1st Taxi to use argometer system
- 1st Taxi to use AC
- Centralized operator to maintain order
- Launch Big Bird Bus



2008 - 2015

- Introduce EDC Payment System
- Develop 1st Taxi Reservation App (MyBB)
- Launch Lifecare Taxi and MPV Fleet
- Launch Premium Service Bus
- Listed company at IDX

- My BB cashless payment feature
- Citrans Acquisition & Establish Caready auction
- E-Taxi launch (BYD & Tesla)
- Launch Logistic service : BirdKirim

Two disruptions we encounter in the past 6 years



2016



Mobility Tech Company
Industry 4.0 revolutions
Smartphone era

2020



Pandemic
Mobility restrictions
More dynamics customer behavior

Leading a Successful Transformation with a strong foundation of Human Connection

*"Transformation &
Innovation "*



*"Setiap Kilometer
Berarti "*



"Human connection"

*Bluebird Legacy to preserve :
- Safety, Customer Focus,
Honesty*

BUILD THE FUTURE, TOGETHER

DELIVER TODAY'S PROMISE

ENGAGE EVERYBODY

**STRENGTHEN THE
FOUNDATION**

4

3

2

1

Bluebird is transforming to an adaptive transportation technology company



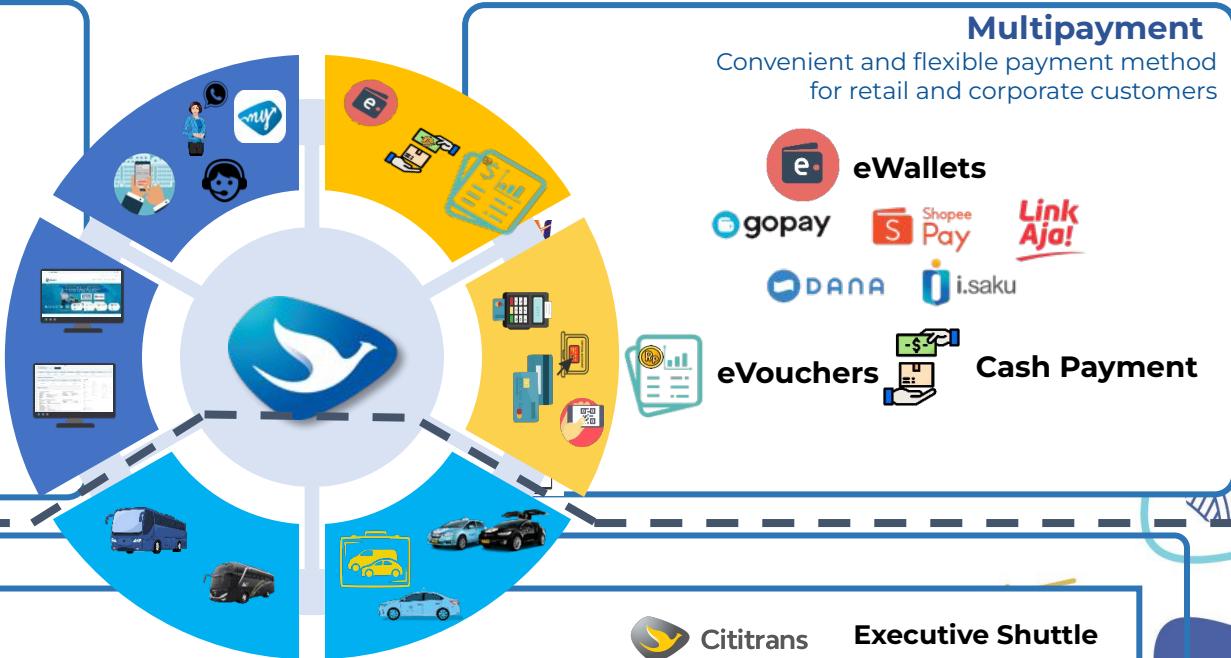
A better customer journey in our digital platform

Multichannel

Variety of booking channels to access Blue Bird's integrated mobility product-services.

For Retail Customers:

- | | |
|-------------------------------|---------------|
| MyBluebird | Go Bluebird |
| Fly Garuda | BCA Mobile |
| KAI Express | Shopee |
| MRT Jakarta | Traveloka |
| Call Center | Whatsapp Bebi |
| Corporate Portal | |
| Logistic Portal and Dashboard | |



To get unforgettable mobility experience in our fleet

Multiproduct-service

Variety of products and services for corporate and retail customers.



- Regular Taxi**
- Executive Taxi**
- Rental Services**
- Bus Services**

- Executive Shuttle**
- Car Auction**
- Logistics**

Bluebird is transforming to an adaptive transportation technology company



A Better customer journey in our digital platform

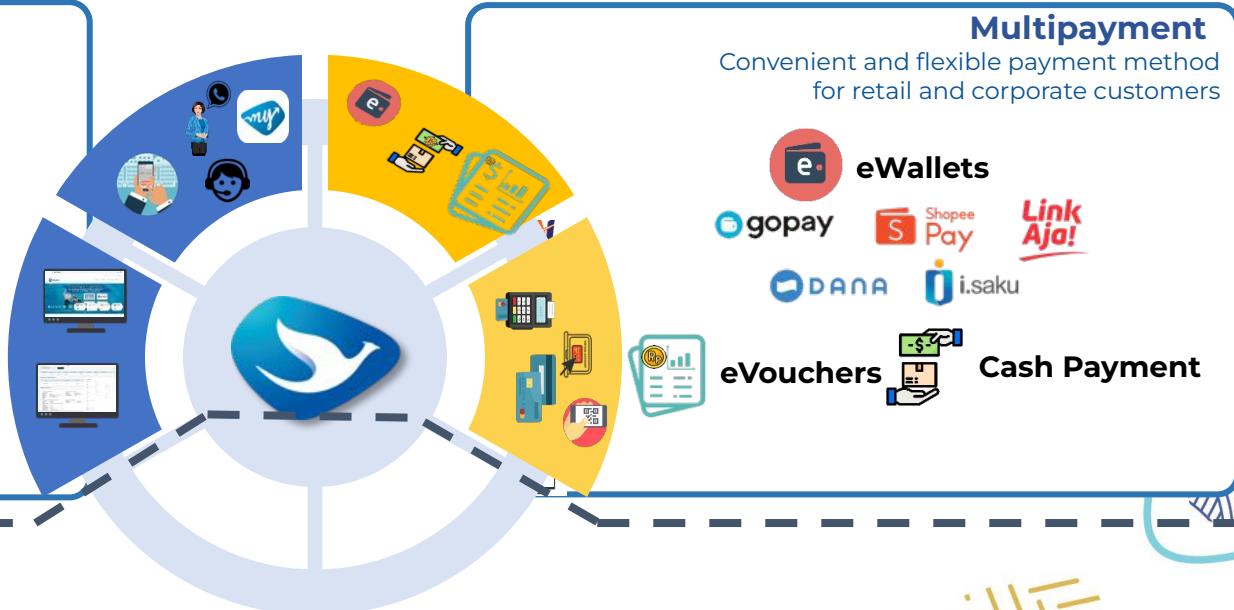
Multichannel

Variety of booking channels to access Blue Bird's integrated mobility product-services.

For Retail Customers:

- MyBluebird
- Fly Garuda
- KAI Express
- MRT Jakarta
- Call Center
- For Corporate Customers:
- Corporate Portal
- Logistic Portal and

- Go Bluebird
- BCA Mobile
- Shopee
- Traveloka
- Whatsapp
- Bebi



Multipayment

Convenient and flexible payment method for retail and corporate customers

The two transformation pillars play significant roles to give better journey for our consumers personal mobility service experience

However, the transformation in Digitalization through 3M has impacted our consumer landscape





Bluebird
Group

50TH
BERBAGI
KEBAHAGIAAN

... multifragmented consumers

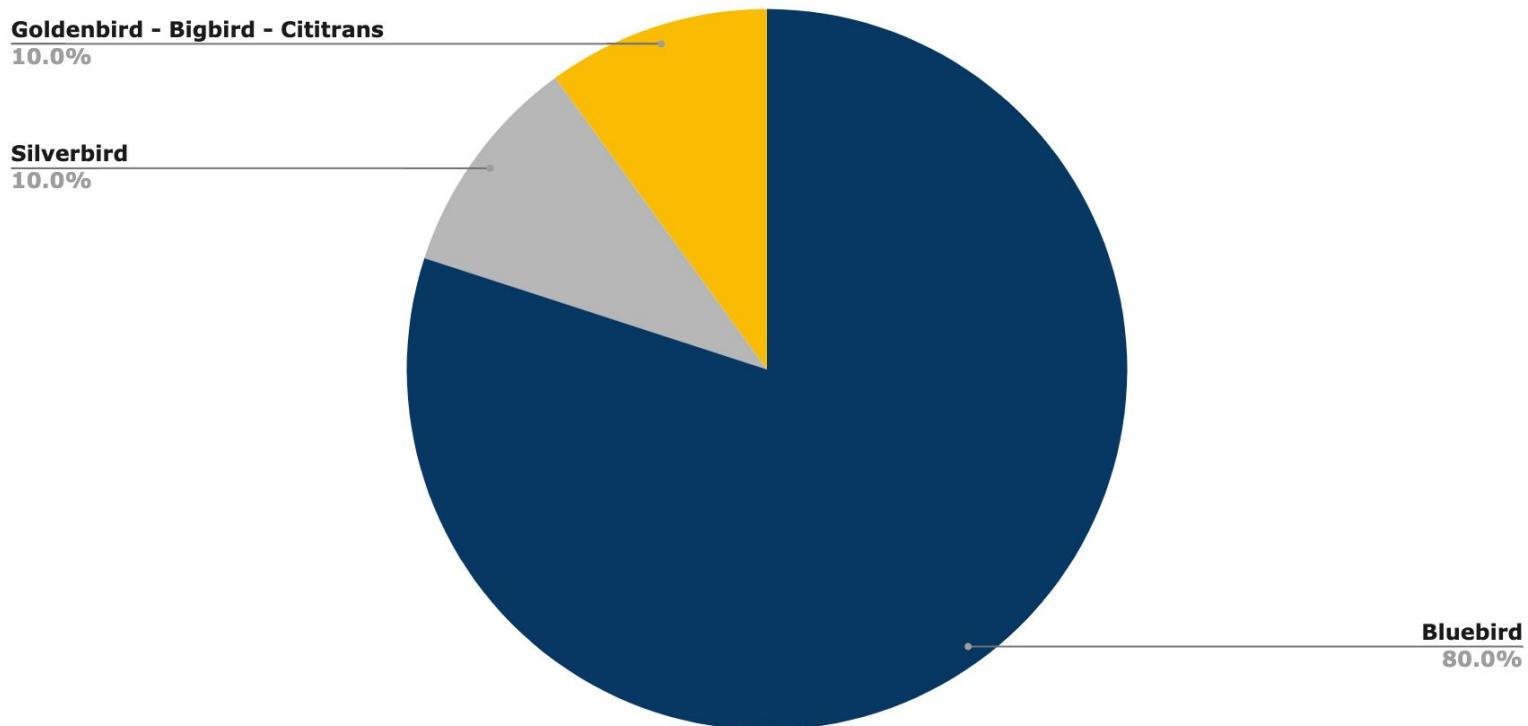
Ed
First Jobber (Gen Z)
Tech Savvy, get used to digital platform to simplify his needs, in mobility,payment
Occasion: Hangout with friends & loved one Friday evening and weekend

Ann
Urban HW with 1 child (Young Millennials)
Dormant BB user via MyBB and Gojek apps Sometimes used to di ride hailing
Occasion: pick up child at school & hanging out with friends in weekday

Matt
Sales Manager in Long Distance Marriage (LDM) Millennials
Have to travel sometimes, order via call center to catch up flight in the morning using corporate ECV
Occasion: Using Bluebird and Cititrans to work during weekday and return home to Bandung during weekend

eWallets: my, oopay, Shopee Pay, Link Aja!, Dana, i.saku

Share of Bluebird Mobility service



*data shown above is not actual representation

Case Study

Leverage digitalization to stay connected to a more fragmented consumer segment by understanding their needs, profile, and usage



As explained, market is now becoming increasingly more segmented resulted from our 3M strategy and external factors. In this case study, you are expected to help solving this challenge:

How to use digitalization to gauge consumers' needs with different behaviours on multi-channel dan multi-payment methods?

- 1 Insight Translation to Big Idea
- 2 Planning and Execution of the Big Idea



Good Luck !



Bluebird
Group

