



# Tracking Customer Behavior Through Digital Transformations

Brand UI Case Study



**BERBAGI  
KEBAHAGIAAN**

# How the Story Began

Started by a humble and hardworking woman



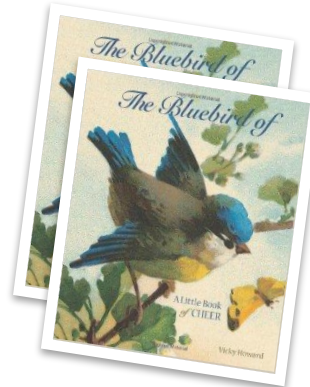
Alm. Ibu Mutiara Siti  
Fatimah Djokosoetono  
(Pendiri Bluebird)

... 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

Keluargaan  
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 its 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**.



## 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<sup>(1)</sup>
- ✓ 526 exclusive outlets that include hotels, malls, offices, apartments, residentials and convenience stores<sup>(2)</sup>
- ✓ 24-hour call center and mobile apps booking system

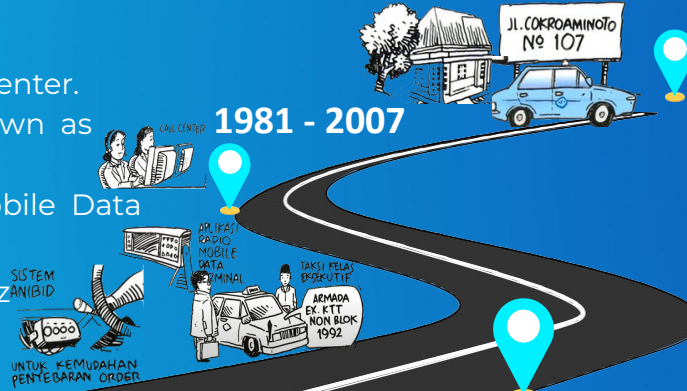
(1)  
(2)

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

## 1981 - 2007



## 1972 - 1980

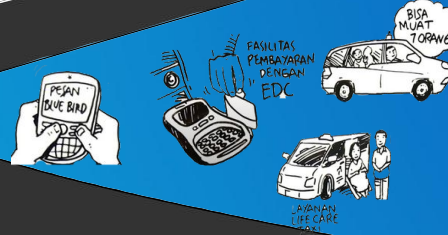
- Officially operate in Jakarta with 25 Holden Torana
- Launch 1<sup>st</sup> pool at Kemayoran, with its own maintenance workshop
- 1<sup>st</sup> Taxi to use argometer system
- 1<sup>st</sup> Taxi to use AC
- Centralized operator to maintain order
- Launch Big Bird Bus

## 2008 - 2015

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

## 2016 – Present

- My BB cashless payment feature
- Cititrans 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 ”*

**BUILD THE FUTURE, TOGETHER**

4

*“Setiap Kilometer Berarti ”*

**DELIVER TODAY’S PROMISE**

3

**ENGAGE EVERYBODY**

2

*“Human connection“*

**STRENGTHEN THE  
FOUNDATION**

1

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



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

### Multipayment

Convenient and flexible payment method for retail and corporate customers



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**

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- Customers:
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- BCA Mobile
- Shopee
- Traveloka
- Whatsapp
- Bebi



### Multipayment

Convenient and flexible payment method for retail and corporate customers

- eWallets
- gopay
- Shopee Pay
- Link Aja!
- DANA
- i.saku
- eVouchers
- Cash Payment

**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**



# ... 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



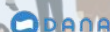
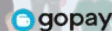
**Ann**  
**Urban HW with 1 child (Young Millennials)**

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



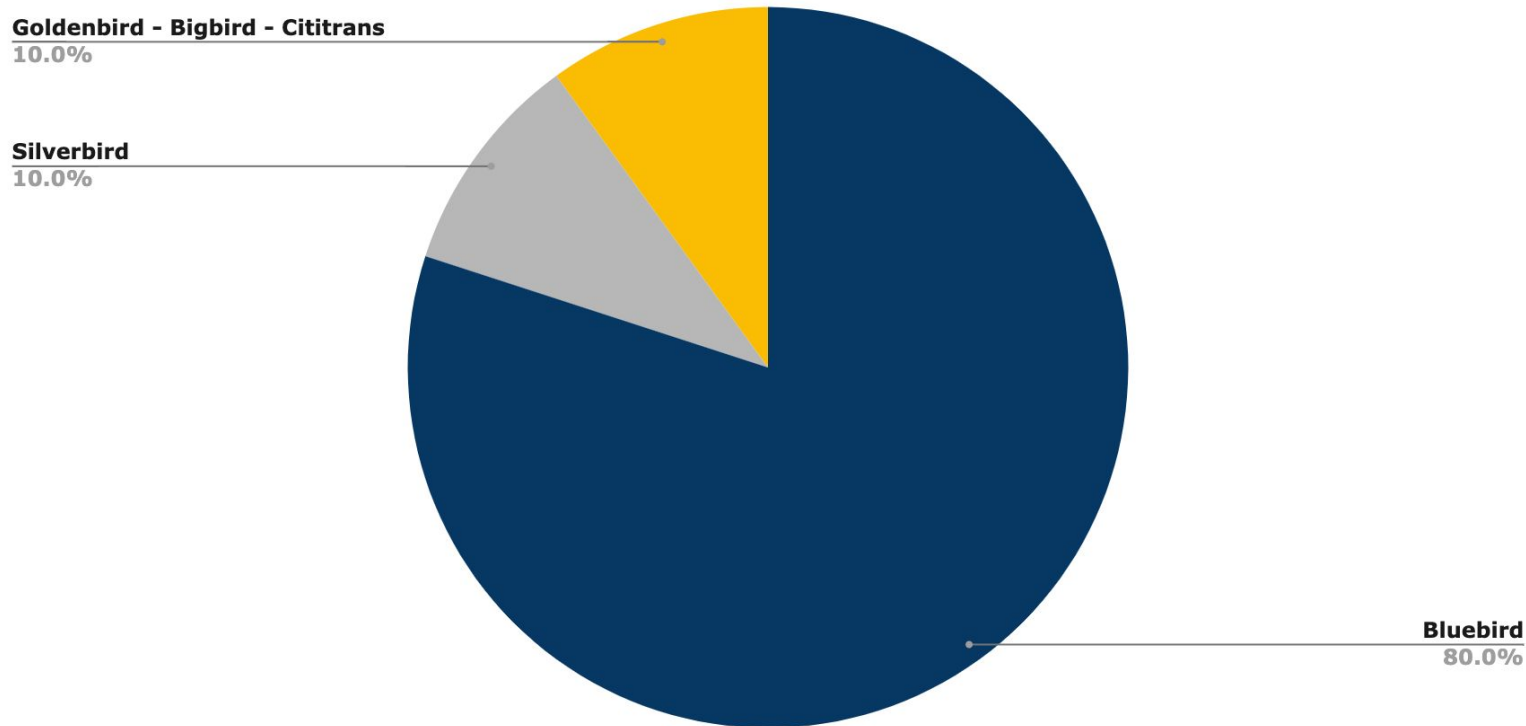
**Matt**  
**Sales Manager in Long Distance Marriage (LDM) Millennials**

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

# 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

