

# New Arriva website launches to provide bus-going public with better value travel options

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Arriva, one of Europe's largest transport organisations, has re-launched its UK bus division website. The website redesign (<http://www.arrivabus.co.uk/>) follows a major overhaul by leading web design and build agency Freestyle Interactive.

Arriva, which delivers a billion passenger journeys every year across Europe, commissioned the complete redesign of its website to more positively reflect the warm, dependable Arriva brand. Quick and easy customer access to timetable, ticketing and special offer information was core to the brief as was implementation of a user-friendly Content Management System (CMS) to enable Arriva's regional management teams to update website content.

Chris Hopkins, Commercial Director at Arriva said: "We recognise that that our web presence is becoming increasingly important to our business and the way we communicate with our loyal customer base. Our customers are going online to find up-to-date travel information and we need to make sure they can easily find the latest about their bus journeys, tickets and special offers".

"Since the relaunch of the site, we have already seen a surge in online ticket sales following our "25% off 4-weekly tickets when you buy online" campaign which has been three times as successful as previous offline campaigns. This is great for Arriva and great news for our customers because they can save money".

The objective of Arriva's new website is ultimately to encourage more passengers onto Arriva buses, but also to ensure that customers experience a great 'journey' when visiting the site, with easy access to timetable and ticket information as well as special offers and inspiration for travelling with Arriva. The site also enables regional marketing teams to drive, manage and measure marketing and customer loyalty campaigns, using e-mail and other channels.

The website uses the Ektron Content Management System and currently integrates with a third party ticket system for online bookings.

Future phases of the website will see integrated e-commerce, User-Generated-Content (UGC), blogging and an increase in targeted customer communications.

Site analytics, hosting and maintenance as well as continuous optimisation via Search Engine Marketing and online campaigns is all part of the ongoing package provided by Freestyle for Arriva.

Ends

Editor's notes:

More about Arriva - Arriva is one of the largest transport services organisations in Europe, employing more than 40,000 people and delivering more than one billion passenger journeys across 12 European

countries every year.

More about Freestyle Interactive - 13 years old, Freestyle Interactive is a Top 100 digital agency (26th in the Design & Build rankings for the New Media Age Top 100 UK agencies) and one of the largest independently-owned interactive agencies in the regions, based in the Midlands. Freestyle employs 44 people and is a full service interactive agency providing communications consultancy and delivery across all digital channels, as well as website design and build, for a range of clients including, Alstom, Thales, Volvo, Virgin Active, Amtico and Enterprise Inns.

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