THE GLOBAL AND MUTUALLY BENEFICIAL HUB

&

Enabling a SMART Bus Focus Dashboard

(WIP Case Study 8)

BY

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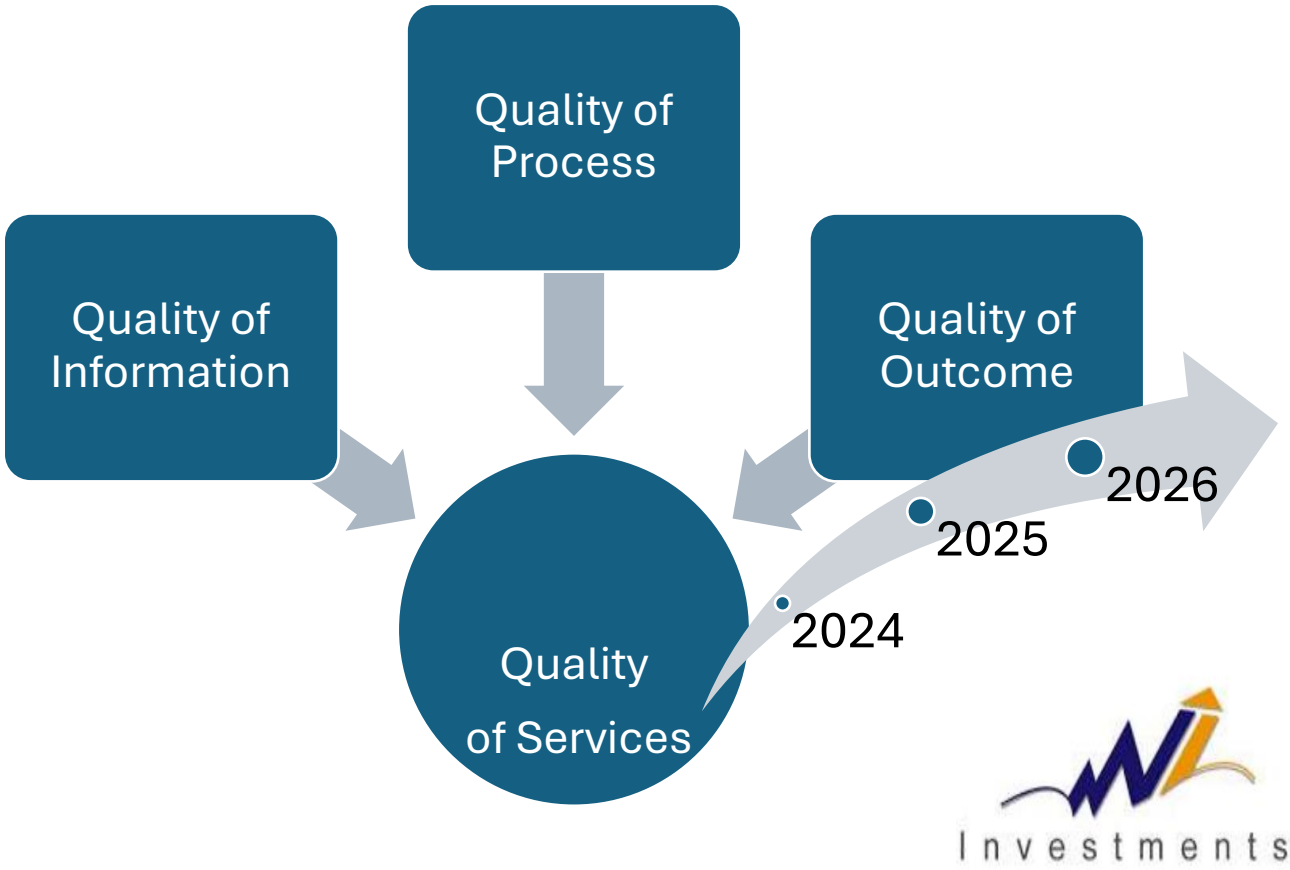


Cognition and Quality

Cognition: Process accountability for sustainable development and growth, for climate change mitigation and adaptation, for excellent brand, product and service strategies

Quality: Quality of services that are strategic and synergetic for perpetuating accountability in service production and service interaction

3. EXECUTIVE SUMMARY

Transformations or Ripple effect

The Case Study focuses on Improving Bus services with SMART Dashboard Strategies.

BI stands for Business Intelligence

Today most bus services enabling networks use different types of brands deal with Manufactured/ CBU/Assembled products. These networks involve Service Centres, Service Workshops, Accident Repair Workshops, Service Assistance, Parking sites etc. The investments are many.

For a brand and its need to enter, penetrate and grow in the market, SMART Brand Analytics is a solution finding that designs synergetic performance in bus service enabling businesses.

The steps in SMART Brand Analytics are to analyze performance of the brand's manufacturer-service enabling network and/or independent workshop network for factors such as

- ☐ Vision to identify and address dynamics in bus services
- ☐ Excellent Brand, Product and Service strategy
- ☐ Demand and Supply planning strategy for bus services
- ☐ Differentiation strategy (for inter-bus service networks and intra-bus service networks)
- ☐ SMART Dashboards and Customer Engagement strategy
- ☐ SMART Dashboards and Business Process Improvement (BPI) strategy
- ☐ Sourcing strategy
- ☐ Surplus resources or stock handling strategy
- ☐ Accountability for Sustainable development and growth (SD & G)
- ☐ Accountability for climate change mitigation
- ☐ Periodic Value analysis of the Quality loss function (related to (1) deteriorating QOS, QOO for ESNHG intelligence, (2) aging infrastructure, resources, buses, systems incorporations, (3) degradation in processes, experiences, rationalization of costs, transaction accountability etc)
- ☐ Environmental, Social and National health goals (ESNHG) specific products/services
- ☐ Transfer of Learning products/services based on an emerging "**Empower to Enable to Engage**" (3E-Analytics) strategy for being Global and Mutually Beneficial
- ☐ Business model support for Tie-ups, Mergers and Acquisitions

Ensuring strategic balance and business excellence

The focus of the learning and growth perspective (from the Balanced Scorecard strategy) helps this subject of SMART Brand Analytics pave the way to excellence in business development and growth.

This case study discusses the subject of Developing SMART Dashboard Strategies as part of the customer engagement and business process improvement perspective. The case study focuses on the Customer Engagement strategy first and then on the Business Process Improvement strategy to ensure strategic and synergetic performance.

4. A NOTE FOR THE BUS SERVICE ENABLING BUSINESS ASSESSED

Name:

Nature of bus service enabling business:

5. **Objectives of the solution finding**

AOEC proposes a SMART Bus Dashboard solution that helps standardize commuter experiences, where control influencers are developed for commuters of different age-group considerations

- Tiny tot commuters
- Children
- Teenagers
- Young adults
- Adults
- Senior Citizens

The SMART Bus Dashboard incorporates the following control influencers for the bus service enabling network

- Timeliness
- Trusted practices
- SMART Self-organization
- SMART Bus Dashboard Surveys and Assessments
- Cognition and Quality for age-group considerations

Timelines as an enabling influencer

Current bus experiences require self-organization from the commuter to Select a bus service or dynamically opt for a bus service,

Select a timeline to board the bus on schedule or for any conditional rescheduling due to mainstream issues known to affect bus services

Catch a seat or occupy a definitive seat or occupy one made possible by cooperation (either from the bus conductor or other commuters)

Trusted practices as an accountability influencer

With the timeline perspective achieved, the self-organization expected from the commuter is the accountability of the service enabling network or transport organization to incorporate fundamental and trusted practices as expected by commuters from different age groups

Surveys and Assessments as an open "Empower to Enable to Engage" influencer

Check listed questionnaires, surveys and assessments can help understand the perspectives of commuters from different age groups, given that e-Customer Services are often developed for the bus services

Though the above is simple, the Cognition and Quality to improve the **"Empower to Enable to Engage" influencers** for age-group considerations is still pending for many bus service enabling networks/transport organizations

The insight being proposed is to design and develop a SMART Bus Dashboard to account for

- SMART Customer Engagement strategy
- SMART Business Process Improvement (BPI) strategy
- SMART Environmental, Social and National health goals (ESNHG) specific products/services

The details for the solution finding is still work in progress

Geo-linked: stands for geographical locations with specific Environmental, Social and National health goals

Hybridization: stands for SMARTER control of fundamental and trusted practices using service-enabling networks and self-organization of the different communities and their age-group considerations

SMART: stands for Specific, Measurable, Achievable. Relevant, and Time oriented geo-linked Cognition and Quality for intelligent solution finding by service enabling and transport organizations

"Empower to Enable to Engage" functionality:

Empower a commuter via newer ticketing

Enable newer safety engineering for the SMART focus commuter

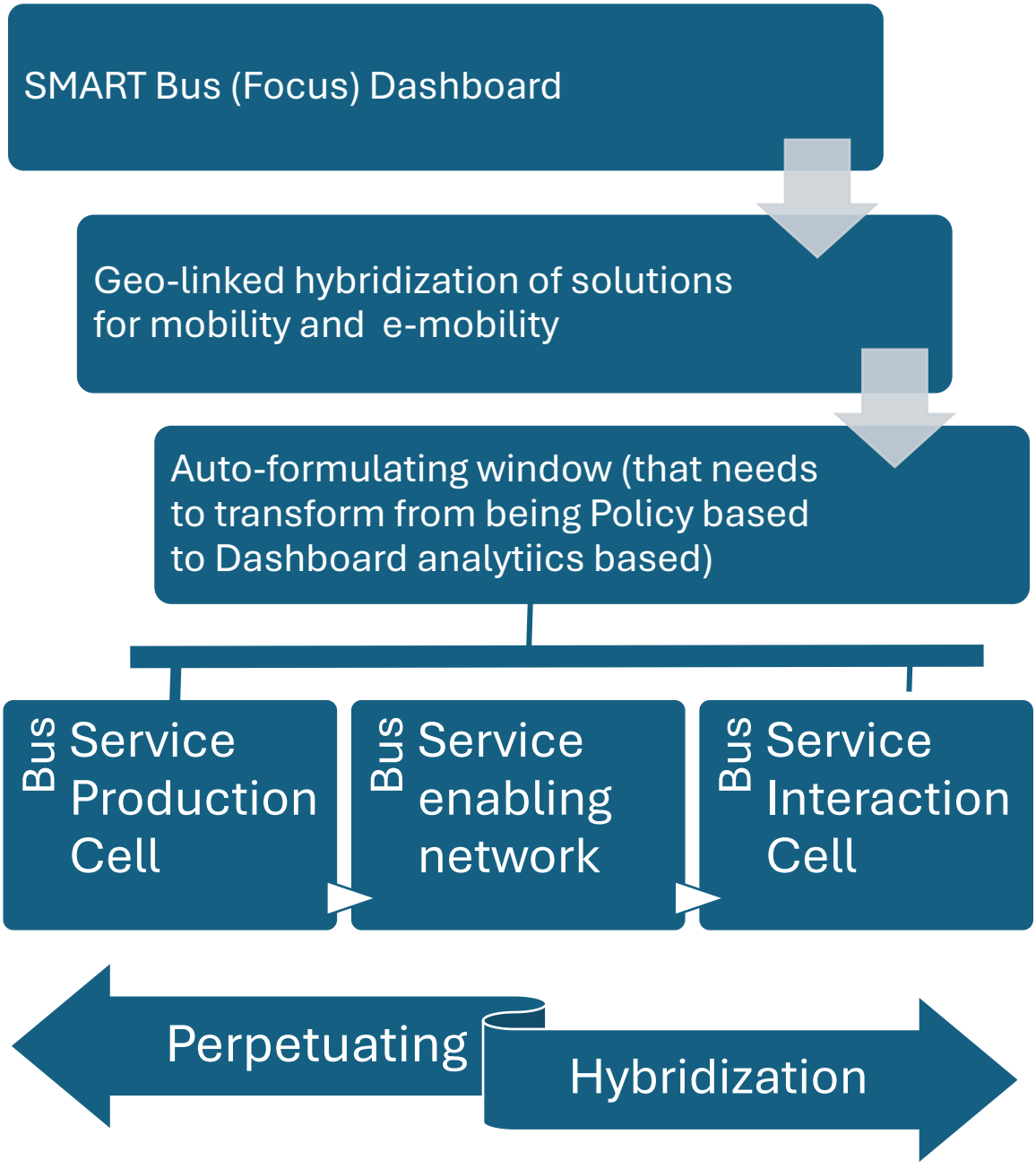
Engage newer mitigation, adaptation, and considerations via the newer safety engineering for the commuter

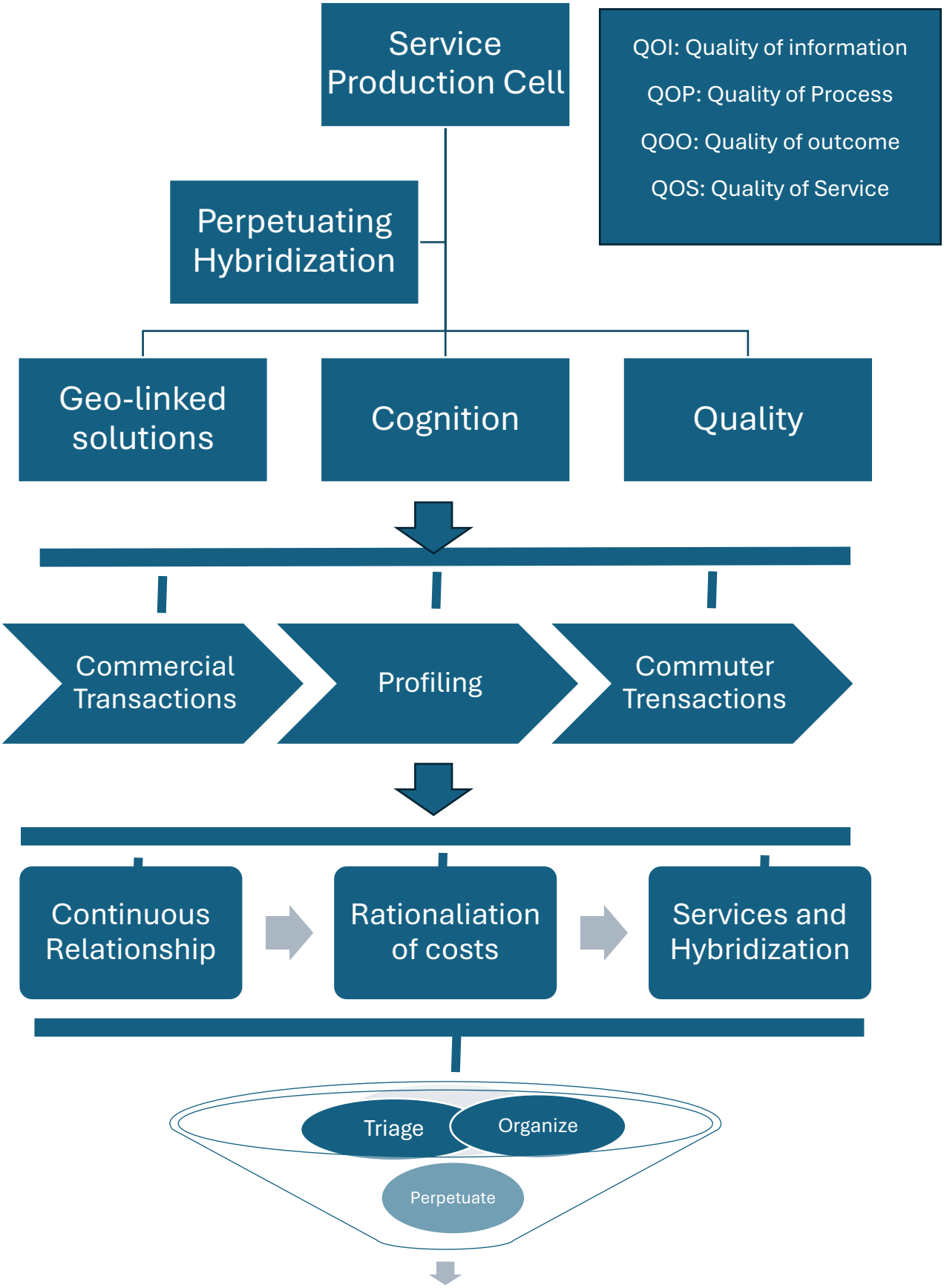
6. **Solution finding**

Today there is a hybridization of solutions for mobility and e-mobility. In this context, social accountability for perpetuating requirements is key for Customer Engagement and Process Improvement for Environmental, National and Social Health Goals

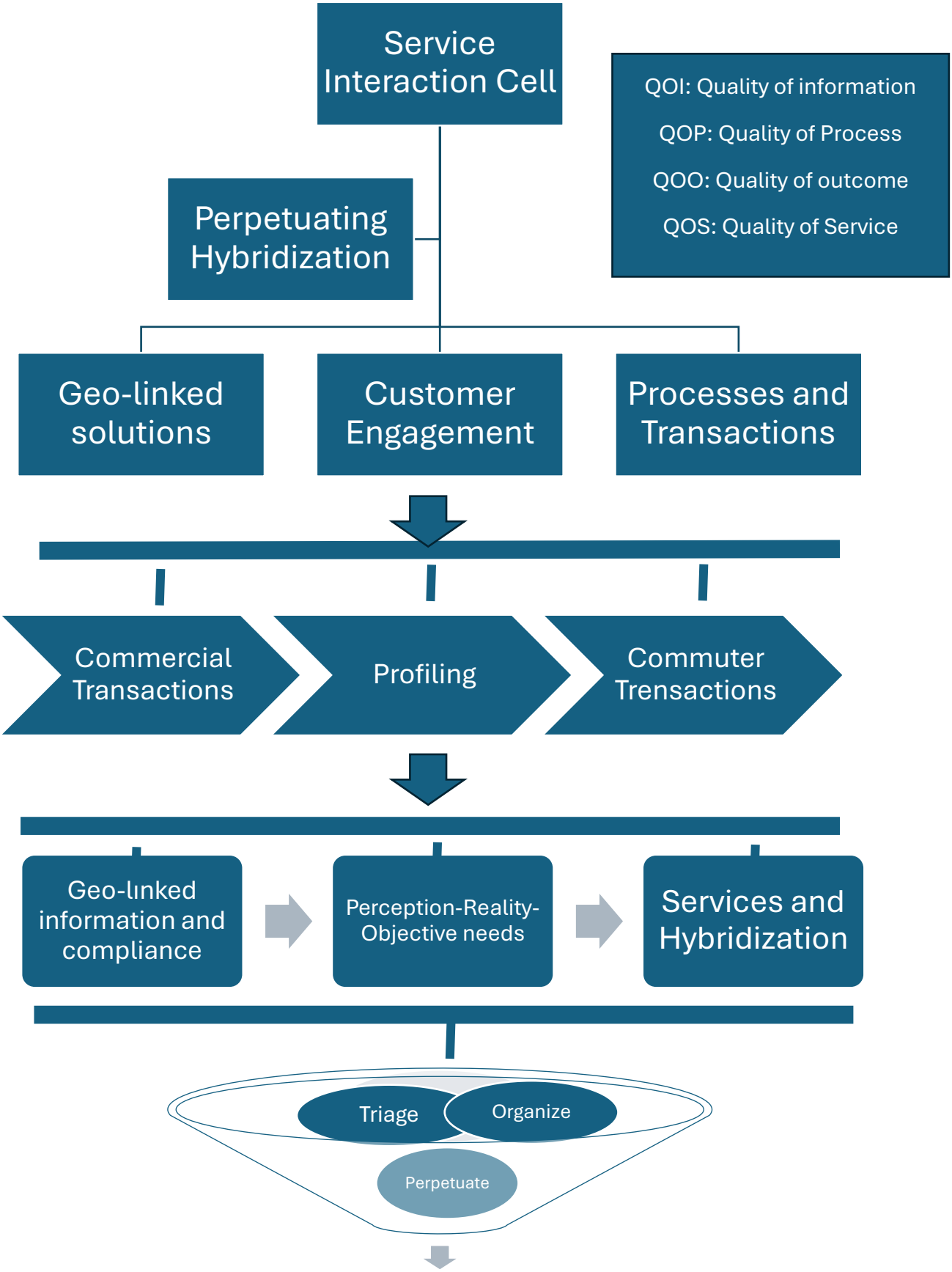
We call this social accountability as an instrumental culture that is geo-linked

We say that for such instrumental culture, the hybridization needs to develop an auto-formulatory window that connects a Service Production Cell and a Service Interaction Cell. We call this insight the SMART Bus (Focus) Dashboard. The building blocks for the same are illustrated below:

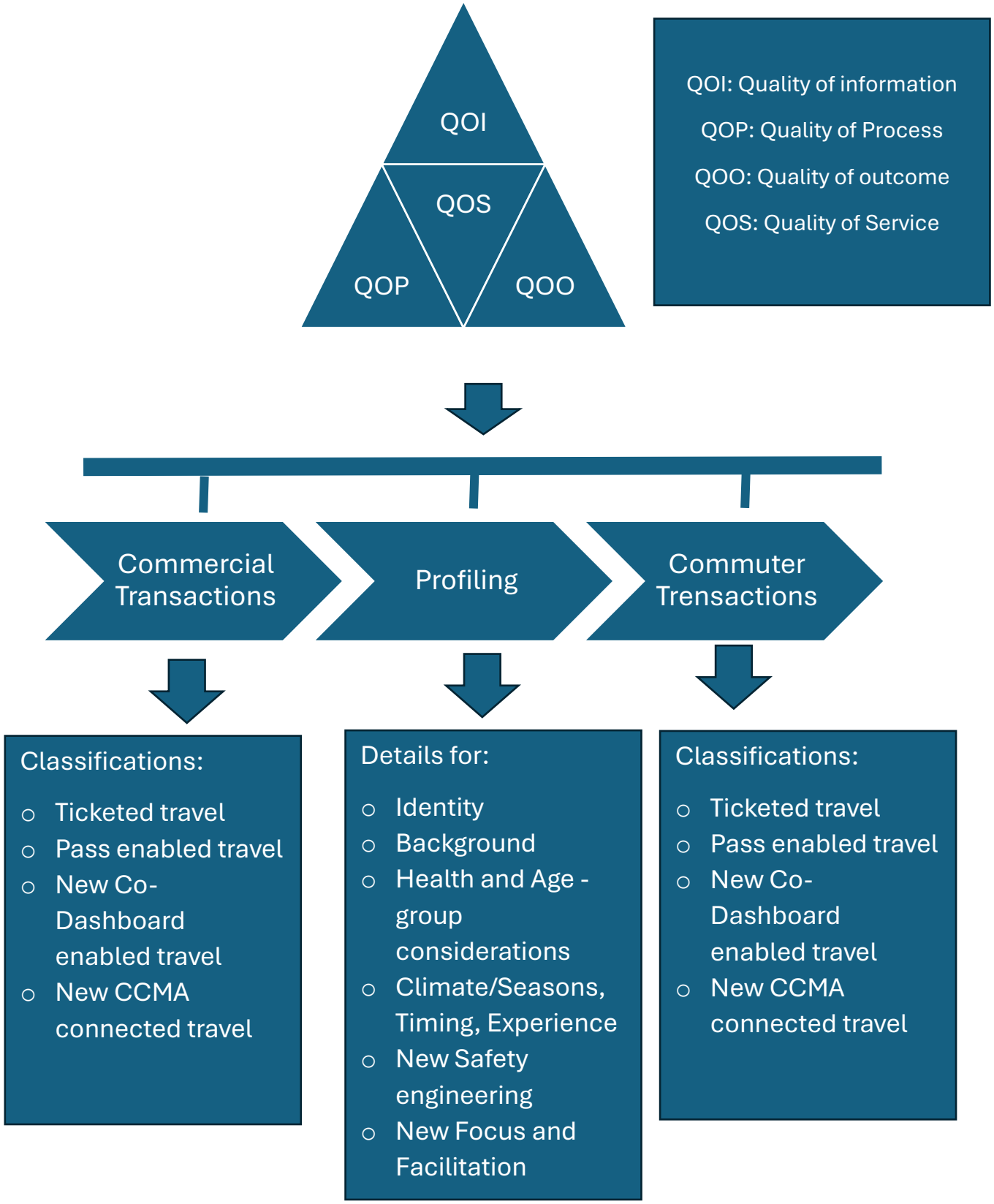




Investments for Hybridiztion Focus and Facilitation



Service Production Cell feedback or accountability



Co-dashboard: stands for a concept that instantiates Service Quality Modelling / Service Quality Facilitation for Commercial and Commuter experiences

CCMA: stands for Climate Change Mitigation and Adaptation

New Geo-linked information and compliance

For the solution finding for bus services, incorporation of the SMART Bus Dashboard will need information review and compliance by the commuters, such as

- Customer Engagement Profile for the commuters
- Period for which the bus services are needed
- Statutory Rights and Culture
- Social Accountability
- Commuter Accountability
- Social Responsibility
- Commuter Responsibility
- Dashboard warranty and services
- Exclusion for warranty and services
- Climate Change Mitigation and Adaptation liability
- Systems excluded from liability for geo-linked improvements
- Privacy for commuting and transaction patterns
- Providers for Dashboard implementation
- Support
- Contact

As a highlight it needs to be said that these details will be filled for bus-service enabling network being improved.

Added Perception-Reality- Objective needs

As findings state, the bus services network in India is not intrinsically liable for geo-linked commuter solutions.

We find that commuters need the bus service enabling organization to ensure

- Quality of information that helps QOP, QOO
- Quality of Process that helps QOO
- Quality of Outcome that helps QOS
- Quality of Services for greater safety, reduced process failure, reduced maintenance failure, planning and scheduling for sales/brand equity development, business records and analytics, Reduced complaints redressals, Reduced accidents, Training and Commuter considerations
- SMART Brand Analytics for the manufacturer network, service-enabling network and independent QoS network
- Biocentrism and Age-groups of commuters must be considered
- Continuous relationship factors must be considered such as unavailability of services, downtime/degeneration due to poor maintenance, emergency or standby services,
- Loss function mitigation, management of unsafe practices, or unguided brand performance are all known to make a difference
- SMART Brand Analytics are analytics of services and relationships to find or support solutions for geo-linked factors and compliance with proactive engineering, upgradation, guidelines and arrangements

Enabling of Services and Hybridization

- Quality or its Loss function specific
- Poor Brand insight specific
- Lack of any OSHA guidelines specific, where OSHA stands for Occupational Synergy and Health Awareness
- Climate change specific
- Cause and Effect analysis specific
- Biocentrism and Customer Engagement specific
- Safety engineering or upgradation specific

Safety engineering or upgradation

Most investments for safety engineering need to be done to address

- SMART Bus Ticketing logos, guidelines, safety arrangements, safety upgradation
- Biocentrism of the commuter like Health condition/Age-group consideration/ Experience or issues in using services/ Timing and hours when services are needed
- Climate change / seasonal disturbances/ Atmospheric conditions like poor air quality/visibility/ Systems excluded from liability
- Unsafe practices/Lack of inspection schedules/Unmonitored failure/degradation/unplanned maintenance and repair schedules/complexity in ending the use of a bus and other systems
- Physical condition
- Old or poor layout guidelines for commuters
- Poor capacity management for commuters
- Movement problems for commuters while getting onto or alighting off the bus or in moving around within the bus
- Unplanned or unavailable storage for commuters needing the same
- Valuable insights like
    - SMART Bus Ticketing Biocentrism
    - Illumination
    - Ventilation
    - Flooring of the bus
    - Guards/Grip bars/Rails
    - Alternate arrangements for age-group specific needs

- QOI/QOP/QOO/QOS for age-group specific needs

Focus and Facilitation

Sense and Respond vision: Develop a Service Quality Model for safety engineering and SMART (or sub-zero) hybridization

Sense and Respond Statement of purpose: Work past the readiness of bus-service networks and buses to design a SMART Bus Ticketing programme to sense and respond to newer focus to improve safety engineering and hybridization to make bus commuting SMART

Value enabling foundation: For all incorporations in the Service Quality Model, define the following details

- Statement of Purpose / Problem
- Statement of Method or Procedure evaluation
- Statement of Inspection and Quality Facilitation
- Statement of Analysis and Implications
- Statement of Safety engineering in terms of Tangible, Reliable,
- Responsive, Quality Assured, and Empathetic safety
- Engineering
- Statement of the SMART Bus Dashboard
- Statement of SMART Bus Ticketing Programme, where this can help Sub-zero analysis for today's ticketing system to add a value enabling foundation

Sub-zero synergy (or it's analysis) is a vision that accounts for Quality with issues like emerging quality loss functions, where this accountability does not depend on brand value always nut depends upon a foundation to improve commuting.

To accelerate any value enabling, we first question the SWOT in today's ticketing system:

Questions about today's ticketing system for bus-services

Strengths

- Based on Government Policies for Focus and Facilitation of bus-service enabled commuting
- Based on helping commuters utilize bus-schedules and timelines
- Based on self-trusted practices that help a commuter travel by bus, by buying a ticket at the bus stand, or before boarding the bus, or while on-boarding the bus, or via a conditional pass system, or via some other hybridization
- Tickets bought can be purchased for different categories, for different charges, or for any upgradation, or for any limited purpose

Weakness

- Tickets can be resold, and this can affect any profiling of a commuter
- Ticket purchase or upgradation can be skipped
- Tickets issued can be used in more of an unmonitored way
- Ticket purchase does not make the bus-service enabling network liable to the commuter or customer

Opportunities

- Ticketing can help strategize for the biocentrism needed, with ticket screening for disabled commuters, differently abled commuters, different health & age-group considerations
- Ticketing can help strategize for safety engineering practices, safety engineering schedules, and safety engineering programmes for SMART objective enabling, inspections, maintenance and repair
- Ticketing can help strategic Capacity Management of buses to improve safety engineering and hybridization to make bus commuting SMART
- Ticketing can help address timely commuting during climate or seasonal disturbances, for hybridization of experiences
- Buses implementing SMART Bus Ticketing can augment their current practices / systems by adding SMART Bus logos, displays, SMART safety practices or alternate arrangements, where this can help issues with screening tickets of commuters etc

Threats

- Tickets do not help mitigate Quality loss functions in bus-service enabling networks or busses
- Tickets do not accelerate brand/service specific improvements for a Service Quality Model in bus-service enabling networks or buses
- Ticketing does not enable more than the common interests of ticket screening, targeted-commuting, occasion-based services, frequency-based services and/or added utility function related services
- Ticketing does not assist the bus-enabling service network to strategize or decide on more than the common interests of ticket screening, targeted-commuting, occasion-based services, frequency-based services and/or added utility function related services, where the services are more planned and reliable
- Ticketing does not assist a commuter with safety engineering related Quality of information, Quality of process, Quality of outcome and Quality of services, that are known to address performance and organizational viability
- We state Performance in a bus-service enabling network is more a conceptual algorithm, where we equate Service-enabling network Performance = (Service Quality Model incorporation) x (Focus and Facilitation) x (Strategic connect with ticketing)
- We state organizational viability of a bus-service enabling network is an influencer for its performance, where this can be represented as Organizational Performance = (Service Quality Model incorporation) x (Focus and Facilitation) x (Transformational processes)
- Transformational processes are inclusive of Planning activities, Training activities, and Investment activities, where the viability of any service quality incorporation is dependent on a staged expectation of Determining of need, Evaluating of solution options, Translating of decisions for solution finding to solution

incorporation, and Performance outcomes via this solution incorporation

- Transformational processes can also include influencing past studies, case studies, surveys and research, exploratory studies, experimental studies, discriminatory expectation studies (to help the interests and delimiters of commuters with their own bias, social/communal/ability based dependencies, their own understanding of the issues of any quality loss function in bus services or buses, or of any disabilities/differently able levels, knowledge and viability to use technology, and its transfer of learning for quality assurance, standards enabling and/or for motivation for transformational solutions)
- Transformational processes at the sub-zero thinking level can help any service enabling network, (1) undermine the slack seen in Planning activities, Training activities, and Investment activities, (2) control challenges posed to its services and performance outcomes, (3) use influencing action planning with studies to help expectations and (4) trust branding of service-enabling networks or buses to make bus commuting SMART

Status of this solution finding

- We believe understanding how ticketing can help SMART Bus services is one perspective of sub-zero thinking
- We are work in progress for functional specification of Ticketing to assist a commuter with safety engineering related Quality of information, Quality of process, Quality of outcome and Quality of services, that are known to address performance and organizational viability

We highlight the expectations of the Commuter Focus Profile, keeping in mind that formats exist today for most bus-service enabling networks and transport services.

Details in these formats are simple and need based mostly.

The difference being the new Commuter Focus Profile includes 3 sections like, the Focus for commuting section, the Commuter Focus section and the Customer Engagement section

Commuter Focus Profile

1. Focus for commuting section

Name of commuter: **Geo-linked pincode:**

Type of profile:

- **For Transport and Commercial services**
- **For regular Commuting services**
- **For (ideated) SMART Commuting services**

Type of transformational focus:

- **Improve Service Production**
- **Improve Service Interaction**
- **Improve Commuting keeping in mind Environmental, Social**
- **and National Health Goals**
- **Participate for the Commuter Focus NEXT Steps**
- **Participate for the Customer Engagement NEXT Steps**

2. Focus for commuting section

Identify proof:

Age: **Sex:**

Permanent address:

Current address:

Bio-cluster for the commuter (keeping in mind social responsibility/welfare):

- **Mother-to-be**
- **Babies and tiny tots**
- **Child (2 to 12 years)**
- **Teenager**
- **Young adult**
- **Middle-aged adult**
- **Senior citizen**
- **Sick, afflicted or weak**
- **Differently able with**
  - Physical impairment/affliction
  - Eyesight impairment
  - Hearing impairment
  - Speech impairment
  - Mental impairment
- **Associated with SMART Bus Services Programme**

3. Focus for Customer Engagement section

Need of the customer (in this case commuter):

- **Budgeted commuting**
- **Timely commuting**
- **Trusted for services commuting**
- **Climate/Season aware commuting**
- **Capacity and Single-window Focus managed commuting**
- **Single-window Focus information for**
- **Age-group considerations**
- **Seating considerations**
- **Storage considerations**
- **Safety considerations**
    - SMART Bus Ticketing Biocentrism
    - Illumination
    - Ventilation
    - Flooring of the bus
    - Guards/Grip bars/Rails
    - Alternate arrangements for age-group specific needs
    - Quality loss function analysis for age-group specific needs
- **Ticketing with Transfer of Learning products/services**

Quality loss function programme / analysis

- **Need Quality of information to meet bio-centric needs**
- **Need Quality of process to meet bio-centric needs**
- **Need Quality of outcome due to bio-centric needs**
- **Need Quality of Service to meet bio-centric needs**
- **Need Quality loss function (issue management)**
  - Unsafe practices
  - Unsafe condition
  - Unsafe layout
  - Unsafe capacity management for commuters
  - Unsafe Movement problems for commuters while getting onto or alighting off the bus or in moving around within the bus
  - Deteriorating quality management for ESNHG
  - Aging infrastructure, and resources
  - Aging buses
  - Deteriorating systems or incorporations
  - Degradation in processes
  - Degradation in experiences
  - Degradation in rationalization of costs,
  - Degradation in transaction accountability

Degradation is commonly issues or concerns for

- **Service-enabling network Performance** (given as a product of (Service Quality Model incorporation) x (Focus and Facilitation) x (Strategic connect with ticketing))
- **Organizational Performance** (given as a product of (Service Quality Model incorporation) x (Focus and Facilitation) x (Transformational processes))
- **ESNHG Transformational processes** (inclusive of Planning activities, Training activities, and Investment activities, where the viability of any service quality incorporation is dependent on a staged expectation of Determining of need, Evaluating of solution options, Translating of decisions for solution finding to solution incorporation, and Performance outcomes via this solution incorporation0

<u>Need for Transfer of learning products/services:</u>

This is being ideated to help social responsibility or social welfare in bus-service enabling networks via

- Service Quality Model information and guidelines
- Geo-linked bus service information and compliance
- Occupational synergy and bus service information and guidelines
- Physical impairment and bus service information and guidelines
- Eyesight impairment and bus service information and guidelines
- Hearing impairment and bus service information and guidelines
- Speech impairment and bus service information and guidelines

To accelerate any value enabling, we refer to organizational structure improvements