



Networking clout is a great advertisement

Case Study: JCDecaux

The power of the Optus business network is improving client service and profits at renowned advertising agency JCDecaux.

Introduction

Founded in 1964 in France by Jean-Claude Decaux, the company has operations in 43 countries reaching more than 150 million people throughout the world through street furniture, billboard and transit advertising.

Despite the company's reputation, JCDecaux has encountered problems since introducing scrolling advertising sites in Australia about four years ago. The sites provide an excellent revenue stream because JCDecaux can rotate between two posters at a site without having to replicate infrastructure assets. However, the sites have complex electrical and mechanical systems that can break down, putting pressure on fault-reporting procedures.

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David Coulter, Technical Manager, Special Projects at JCDecaux Australia, explains the dilemma.

"Until recently we had a technician driving around every day, except for weekends," he says. "It would take him four hours a day to drive around and check all these advertising sites."

If a site experienced a fault after the technician left, it could sit idle for hours until the next phase in the fault-reporting routine occurred. A better, faster way had to be found to improve the up-time of sites.

Drawing on an existing business relationship, JCDecaux held meetings with Optus to investigate the implementation of an SMS-driven solution. After internal brainstorming, Optus as lead partner facilitated an alliance between JCDecaux and trusted third party redcoal, a mobile application developer and service provider for the SMS and MMS messaging services.

With Optus providing the telecommunications infrastructure, redcoal developed a customised fault-reporting system for JCDecaux, which interfaced the signs at about 270 sites in Sydney and Melbourne via SMS, sending data via a web-interface to the locations of the scrolling ads. The solution uploads information such as asset details, scrolling reports and illumination times – and if there is a breakdown a message is sent via the web or mobile phone to ensure a technician fixes the problem straight away.

Paul Moroney, Mobile Solutions Consultant at redcoal, says consultation at all stages of the project has been key to delivering a tailored solution to JCDecaux.

"We were able to roll with the punches and give them exactly what they wanted rather than something similar to what they wanted," he says.

The Optus-redcoal network resulted in time and cost savings for JCDecaux. The agency is able to provide better service to its customers, exceed customer key performance indicators and improve up-time of scrolling posters. With the Optus network reliability, the risk of compensation payments for defective ad sites is significantly reduced.

Apart from minimising the need for technicians to drive around the city, Coulter says the system has shortened fault-response times, "which creates savings for us in the future".

"By using the SMS system we can frame up particular posters for certain times of the day ... We can hide campaigns so they only show at night time, for instance."

Coulter says the experience and expertise Optus demonstrates in delivering SMS solutions has been crucial, and he praises the telco's ongoing input into the project.

"They've kept in touch and managed the project along the way."

He is also impressed that Optus had the ability to introduce a third party to solve a significant problem for JCDecaux.

"They brought in somebody that knew what they were doing and they managed it from there," he says. "It's very important that we keep ahead of the market to keep our market share."

The Challenge

To improve fault repair times for scrolling advertising sites and reduce the burden on mobile technicians.

The Solution

Optus recommended mobile application developer redcoal, one of its trusted partners, for the development of a customised SMS solution that is delivered over the Optus network.

The Outcome

Time and cost savings are flowing through to JCDecaux and its advertising clients, while the technology improves their customer service keeps the company ahead of competitors.

Further Information

If you want to discuss how Optus can help you increase productivity and control of your business assets through innovative communications solutions, contact your Optus Account Manager, call our hotline on 1800 555 937 or visit our website at optusbusiness.com.au.