

First Bus commit to providing a great online user experience on their buses

WiFi on transport has grown over the years as passengers want to stay connected whilst they travel. This is across trains, buses, planes and even now across underground services in London.

FirstGroup Plc are a multi-national transport group in the UK, providing train services and a national bus network via their First Bus and First Rail brands.

First Bus are the second largest bus operator in the UK with operations in cities such as Leeds, Bristol, and Glasgow. Across their network, there are more than 1.1m passenger journeys each day across more than 4500 buses. They are leaders in innovation, being the first national bus operator to accept contactless card payments across all their services. This was further supported by the First Bus app which was voted 'best in class' amongst bus operators.

Digital is at the forefront of providing the best customer experience that they can – they use real time passenger information that enables them to better understand their passengers and the journeys they take. This information is key in enabling continuous improvement of networks, timetables, and pricing.

Their digital innovation doesn't stop there. They introduced free WiFi across most of their fleet of buses. An essential service to keep passengers connected and to also help drive the increased use of their buses and keep passengers coming back. WiFi is an essential service for passengers whilst travelling, whether they want to stay connected with friends, catch up on work, stay entertained, or for families it helps to keep children occupied on journeys.

As a safety focussed sector with First Bus leaders in keeping passengers safe whilst travelling with them, online safety was just as important to First Bus. With WiFi being available across most of their fleet, they took the decision to become Friendly WiFi certified. By doing so, they commit to their WiFi service being annually certified, to show indecent material is blocked from access – this protects all users from exposure to harmful and inappropriate material, especially providing parents with peace of mind when their children are travelling across the bus network.

First Bus proudly display the Friendly WiFi certification mark on their WiFi landing pages, and websites and communicate that they provide a safe and comfortable browsing experience for all passengers across their bus network.

