



Proud to be Friendly WiFi Certified..

In the ever-changing world and environment, public transport is key in providing a greener way to travel, plus an essential community service. Whilst travelling, passengers expect WiFi to be available, this helps them to stay in touch whilst travelling, and enable them to utilise their time in a productive way – especially when commuting for work.

The Go-Ahead Group, are a leading public transport operator. They keep communities moving across bus and rail and are committed to the journey of moving towards a smarter and healthier planet. Providing WiFi across their fleet of trains and buses is part of their strategy to keep passengers connected and being able to make the most of their time travelling.

To ensure a consistent level of service across their bus and train network, they partnered with transport WiFi specialists Icomera. They provide their on-board WiFi service across all of their services, ensuring a seamless service and the best connectivity that can be achieved.

Customer experience is so important to the group, as they engage with passengers of all ages, including young adults and families with young children. Part of their customer experience strategy is to ensure that they provide a WiFi service that keeps all passengers safe online. Whilst their provider Icomera, can include filtering within their service, annual checks and validation of what is being filtered is vital for Go-Ahead to know that their vision for the best customer experience possible is in place.

They took the decision to become Friendly WiFi certified. This to give them the confidence that the services provided by their technology partner Icomera, is at all times meeting the standard of the Friendly WiFi certification – blocking child sex abuse and pornographic material. Taking a step beyond the mandatory requirements, Go-Ahead Group proactively block harmful terrorist material to further add to providing a comfortable browsing experience for all.

Becoming certified in 2020, Go-Ahead are actively committed to the certification process and continuing to show their passengers their passion to keep them safe online and to provide a transport service that is enjoyable and can be enjoyed by passengers of all ages.

Bev Smith, Director at Friendly WiFi said “Throughout the process of becoming certified, the team were committed to making sure best practice was in place across all their networks. Their passion for customer experience shone through and they have been a leading beacon for the transport sector for both buses and trains.”

As they continue to drive efficiencies across their fleet, with new transport solutions, they remain committed to online safety with **Mark Harrison, Commercial and Customer Director** for the Group adding:

“More and more of our customers rely on the free WiFi we provide to be able to stay connected – with news alerts, social media and messages. We know how important it is to stay connected for people of all ages, especially on the go. We’re very proud to be Friendly WiFi certified, providing further reassurance to parents and to all of our customers that children can browse safely online while they’re out and about using our services.”

