



Project Start

July 2015

Go Live

April 2016

SNCF created OUIBUS, its long-distance bus travel service which links the major cities of France and Europe. With its standard "new generation" lines, OUIBUS aims to become the leader in long-distance bus transportation. Comfort, service and information are on the menu on board.

Roland de Barbentane, OUIBUS Directeur Général: "The Sqills and OUIBUS Teams have done an excellent job, working together as a single project team to achieve a smooth transition. This is an important move for OUIBUS, making the company even more equipped and agile to continue to strengthen its place on this challenging market."

Isabelle André, OUIBUS CIO: "The new sales & distribution system is critical to meet our ambitious marketing goals and the Sqills and OUIBUS project teams have done a great job implementing and configuring S3 Passenger to our needs, and on time!"

OUIBUS uses all the S3 Passenger modules:

S3 FARE: definition of commercial offering

with products, tariffs, discounts and prices

s3 PAYMENT: simplifies the payment process and supports various processes such as: payment validation before final

dossier, after-sales / refund and shopping basket

booking confirmation, store payment information in the booking

reference: Isabelle.Andre@ouibus.com

S3 CRM: customer account capturing, campaign oriented customer segmentation.

and the incentive program foundation

S3 REVENUE MANAGEMENT: integrated O&D based RM module using demand forecasting and price sensitivity analysis to optimize revenues

\$3 COMMUNICATION: delivers personalised, reservation related, information to customers

S3 INVENTORY: configuration of inventory and tracking availability, seat allocation and material scheduling

s3 TICKET: booking and reservation capturing, transaction management, aftersales logic and ticket distribution

\$3 CONFIG: web-service client administration, user role/permission definition, sales channel configuration, general config and more

S3 NAVIGATOR: definition of network and routes, services and timetables

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