BICO LOGISTICS

Increasing Ridership in Bike Share Schemes with Artificial Intelligence

A Bike Share Scheme operator uses Stage Intelligence's BICO distribution solution to increase scheme usability and simplify management

Once a Bike Share Scheme has been launched and established, operators are often challenged to find ways to increase usability that can be simply managed. Convincing citizens to try and use Bike Share Schemes regularly depends on customer experience and the overall convenience of the scheme.

A Bike Share Scheme in a large metropolitan area could see that the majority of its active riders were dominated by those using the scheme for daily commutes and for social mobility. To continue the uptake within these segments of the market, the operator realised that it needed to solve usability issues and find an easier way to manage this.

It engaged Stage Intelligence to find a simple to manage solution for improving its schemes usability. Stage Intelligence's BICO platform provides the Bike Share Scheme operator with real-time recommendations for bike distribution, ensuring that bikes and bike parking spaces are available when and where they are needed. Stage Intelligence solves availability challenges that limit Bike Share Scheme growth.

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> Bike and docking station availability is crucial for improving usability. Citizens need to be able to rely on their Bike Share Scheme in order to use it regularly. BICO gives operators the ability to make instant decisions about bike distribution while optimising user experience. Artificial Intelligence unlocks the potential of Bike Share Schemes and makes them simple and easy to manage and grow.

Tom Nutley, Business Development, Stage Intelligence

THE CHALLENGE

A Bike Share Scheme operator wanted to grow the usability of its Bike Share Scheme. It could see the potential of its Bike Share Scheme to solve traffic issues in its downtown core and reduce the amount of pollution across the city. Increased ridership means more users are satisfied with the overall quality of service provided by the scheme, whilst also ensuring increased revenues. More citizens on bikes reduces the number of cars on the road and creates a healthier city environment.

Simply adding more bikes to its scheme wouldn't guarantee improved usability. It needed a way to efficiently redistribute current bikes and simplify the management work flow. Its current management model relied on basic monthly schedules for bike distribution that essentially distributed bikes evenly across the city.

The management model didn't take into account demand centres or seasonal changes in demand. They made bikes available then redistributed them in a similar way every month. This led to bike and docking station availability being inconsistent across the city. Riders could arrive at their destination with no place to dock their bike or could not rent a bike at their required station. They then needed to go to another docking station making using the scheme inconvenient as a result decreasing the likelihood of re-use.

The Bike Share Scheme operator needed an efficient way to ensure bikes and docks were available where and when they were needed throughout the day during commuter rushes with a simple and easy to manage solution.

THE SOLUTION

Stage Intelligence recognised that new growth within this Bike Share Scheme would depend on an optimised experience for riders. The Bike Share Scheme operator needed to evolve its approach to management in order to simplify and improve its processes for increased usability and ridership.

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Benefits

Rapid Decision Making
BICO uses real-time data that is captured from hundreds of thousands of sources to provide optimal recommendations for bike distribution

Data-Driven Decision Making
As more data is captured across the scheme, BICO uses Artificial Intelligence to become even more efficient and effective in supporting the management of the Bike Share Scheme

Simple Management
Artificial Intelligence within the BICO platform makes the management of technologies, people and processes within Bike Share Schemes smarter and simpler

Reduced Operational Costs
BICO enables the efficient use of resources within a scheme enabling operators to reduce costs by more than 15%

New Visibility
BICO provides the Bike Share operator with critical visibility into its environment and insights into its customers' behaviour allowing it to adapt its services accordingly to drive usage and increase revenue

Increased Resource Efficiency
The BICO app makes the process of distribution simple to understand and manage, meaning that experience for operator and driver roles no longer has to be a necessity

Stage Intelligence deployed its BICO distribution solution to turn data captured across the scheme into actionable insights for distributing bikes. BICO gives distribution trucks real-time visibility into where bikes are needed and where there are no available docks. It assesses data from across the urban environment to provide recommendations for optimised bike distribution.

The Bike Share Scheme operator's truck drivers use a simple to use mobile app to receive direct communications from BICO regarding docking stations status and user activity in real-time. They can then manage the redistribution of bikes to ensure riders always have a docking station and can always use a bike when they need one.

It gives riders a consistent experience that encourages repeated use of the scheme and enables them to depend on their Bike Share Scheme for transportation. A Bike Share Scheme cannot grow unless its operations are efficiently managed. BICO enables operators to easily improve and manage usability to provide an experience that increases ridership.

THE FUTURE
The Bike Share Scheme operator has managed to improve its usability and is managing its scheme with greater efficiency. BICO has been able to deliver reduced operational costs which has made it easier to invest in other aspects of the scheme like new bike designs and an increased number of docks, while current staff also have more time to focus on core business strategies to continue to drive growth.

The operator now benefits from increased ridership, while seeing congestion reduced in its downtown core and cycling become recognised as a key mode of transport for an increasing number of citizens and key component within Mobility as a Service (MaaS). As its schemes continue to grow, BICO is able to adapt to new environments and increase its ability to provide recommendations for the unique needs of this particular urban landscape.

Overall, BICO has helped the operator successfully improve both its scheme and its business. BICO's intelligent solutions have enabled the operator to increase its revenue, reduce its overheads and increase its user's satisfaction. Its schemes have also benefited from improved usability and simpler management processes, while managing to transform the urban environment.

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Contact Us

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