Time & Tide Transport

case study

Powering Digital Change in the Torres Strait

Time & Tide Transport (FNQ) is a First Nations owned and operated intermodal operator in the Torres Strait, running passenger ferry and connecting bus services between Waibene (Thursday Island) and Ngurapai (Horn Island), together with light freight for communities, businesses and visitors. As a new business it needed a reservation capability from a standing start.

Objectives

- Establish a reservation platform for a brand-new transport business
- Sell a multi-stop ferry and connecting bus route as a single journey
- Encourage a shift from cash payment to booked, digital travel
- Give staff new to devices a system they could learn quickly
- Provide booking flexibility for government and corporate clients
- Deliver transparency and reporting across passengers and light freight
- Serve island residents, businesses and visitors on one platform
- Meet the demands of a complex, remote operating environment

Solutions

- Implement the FerryHawk cloud-based reservation and operations platform
- Configure multi-stop ferry and bus itineraries as one booking
- Enable online and staff-assisted booking with digital ticketing
- Deliver in-person training on Thursday Island for staff new to devices
- Adapt training to the cultural context of working in the Torres Strait
- Provide account-based booking and reporting for corporate clients
- Support light freight alongside passenger travel on the same platform
- Work collaboratively through acceptance testing and service ramp-up

RESULTS

A new transport business live on a modern reservation platform
Ferry and connecting bus sold as a single multi-stop journey
Staff new to devices confident after in-person, on-island training
Local customers moving from cash payment to booked digital travel
Booking flexibility and reporting for government and corporate clients
Passenger travel and light freight managed on one platform
Selected ahead of prominent European providers after a global search

Conclusion

Time & Tide Transport selected FerryHawk after an extensive global search, then built its reservation capability from a standing start. FerryHawk delivered in-person training on Thursday Island for staff using devices for the first time, adapted to the cultural context of the region. Ferry and bus now sell as one journey, and local customers are moving from cash to booked digital travel.

Testimonial

We undertook an extensive global search, including prominent European providers, and determined that FerryHawk offered the best solution for our operational objectives. We have been more than pleased with our decision.

Scott Kessell, General Manager, Time & Tide Transport (FNQ)

www.ferryhawk.com.au