



Case Study: British Transport Police





An easy-to-use
and discreet
service for the
reporting of
anti-social
behaviour & other
non-emergency
activities.



The Challenge

As a trusted provider of messaging services to BTP for over a decade, Critico (formerly PageOne Communications) were asked to provide a facility for the travelling public and rail staff to report non-emergency crime on the rail network via a text service.

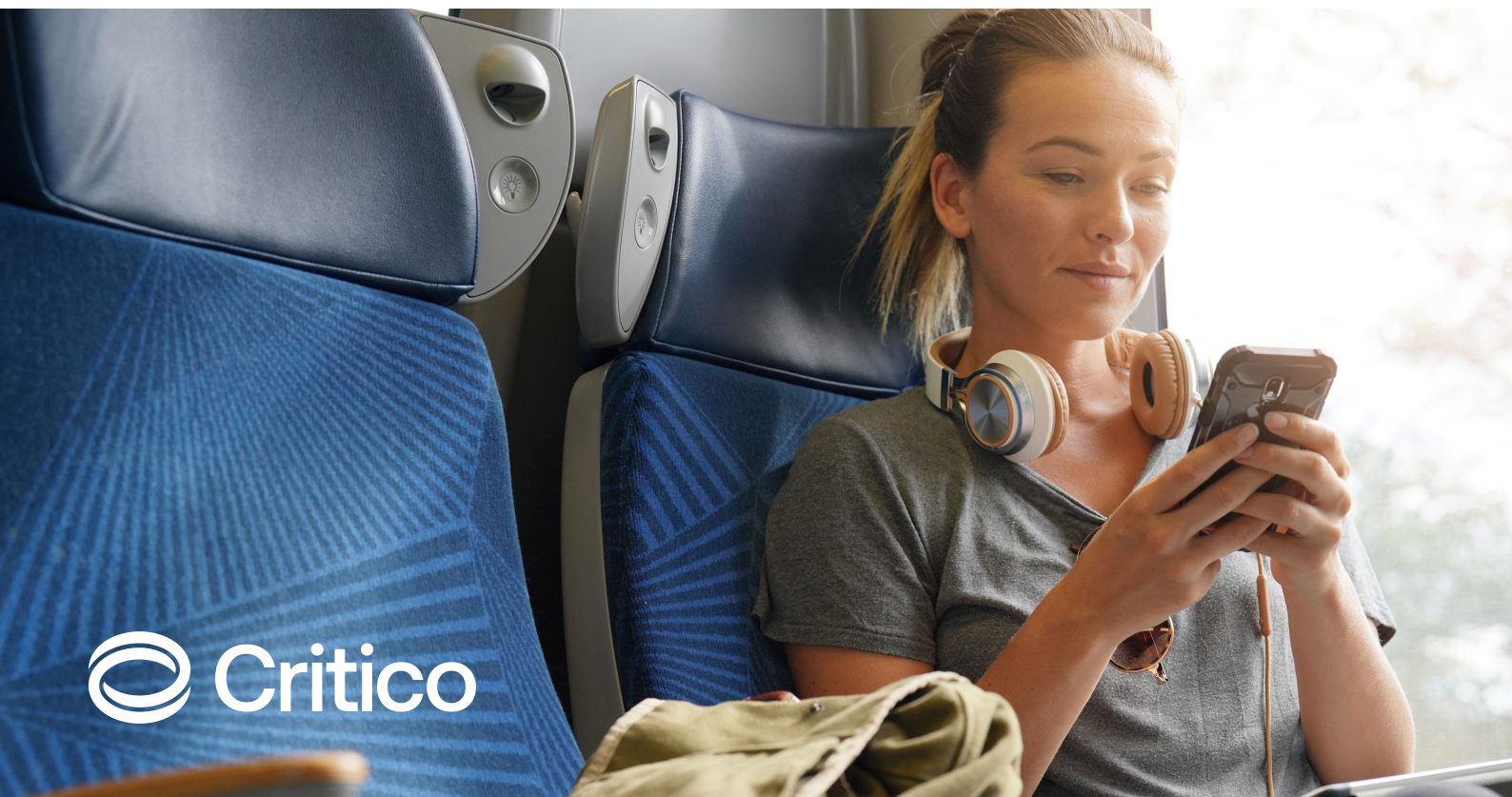
BTP saw this as a useful addition in their fight against transient crime, particularly where a phone call may be overheard by the assailant e.g. in a train carriage.

The Solution

An easy to remember dedicated short-code number was recommended, which would include the number '101' within it and resulted in 61016 being selected. This number is now advertised across the rail network in stations, on trains and on BTP's social media channels.

Critico set up a 24/7 auto response system, so that all inbound text messages sent to 61016 were automatically acknowledged with a pre-set message, confirming the originators message has been received.

The service is an extension of Critico's Connect service already used by BTP, so it was an easy implementation for all parties. BTP staff in their contact centre simply receive the messages within Critico's system and take action, deploying appropriate resources as required, or initiate a 2-way text conversation with the originator if more information is required.





Evolution & Development

Critico's service has become what3words enabled, allowing staff to get an accurate location of someone using the service, particularly useful on multi-platform train stations, for example.

Critico provides API's to BTP's control room software system to allow integration of the 61016 service into the case management process to facilitate the automatic creation of cases.

BTP have been using the 61016 service for over a decade now and the service continues to grow in popularity and goes from strength to strength.

Feedback

British Transport Police said:

"The success of the 61016 service has been demonstrated by the thousands of texts we've received and has made a huge difference to the passengers who have used 61016.

A train carriage can be a very uncomfortable place to be in, if there is a crime taking place and 61016 has proven it gives people a way to contact us quickly and discreetly."



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Communication
without compromise.