

PageOne Case Study

A bespoke out of hours
service for Stagecoach

*PageOne's flexible integrated
messaging system is helping the
Stagecoach team provide a
24/7 media service*

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As the UK's largest provider of bus and coach transport, with numerous different operating companies across the UK, Stagecoach was looking for a new way of handling journalist calls at evening and weekends which enabled each of the separate operating companies to receive out of hours messages relevant to them.

The PageOne 'Connect' account and a PageOne Managed Bureau Service ensures the Managing Director of each bus business can now deal with any out of hours regional media calls relevant to them, while the communications team is still able to view each enquiry, making sure it can keep up to date with any service disruptions and incidents as well as deal with national media calls.

How the new system works

Under the new system the business is split into four different geographic areas, each with its own code which is linked to a smart group. There is also a separate code for enquiries from national media which the communications team is directly responsible for.

The out of hours number remains the same, but journalists are additionally asked to input the relevant code for the area they are enquiring about. The bureau call takers then take information including the journalist's name, number and reason for calling and a text is then sent to every recipient who is a member of the smart group.

Ease of use and flexibility

Now that each geographical code is represented by a smart group code, linked with the names and numbers of Managing Directors through the PageOne Connect Web

Portal, Stagecoach can ensure the right person will return the journalist's call. The ease of use of the Connect Web Portal means that alternative numbers can easily be added and removed.

A bespoke service that meets the team's needs

Emma Knight is Group Head of Media and Public Affairs at Stagecoach. She says:

"This new service is a bespoke service enabling journalists to easily get in touch to ask questions about a specific area. The numbers they need are all accessible on our website."

"The PageOne Connect Web Portal is easy to use, and we are able to update it with alternative numbers should one of the managing directors be unable to receive calls at any time."

The system has been in place since August 2019 and is working well, with PageOne ensuring there is a quick reaction to any feedback from Stagecoach. Emma says:

"When the system was first introduced, we found we weren't being provided with enough information, for example in some cases we didn't know which news outlet the journalists were from. We fed that back to PageOne which ensured that the call handlers now ask for that information."

Having used PageOne in previous roles, Emma is well acquainted with what it can offer a busy communications team. She says:

"The good thing about the text message system is that it allows you to stop and think and gather the information so you can then go back to the journalist with what they need."

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