

Citybus to Set Up New AI Driven Operations Control Centre Elevating the Customer Experience and Boosting Efficiency

(20 Nov 2024, Hong Kong) As the industry leader in cutting edge technologies, Citybus is thrilled to announce the construction of Hong Kong's first purpose built and dedicated Bus Operations Control "Nerve Centre" supported by advanced Artificial intelligence (AI) technology. The new centre will further improve our operational efficiency, helping further to build on existing efforts to mitigate the inflationary pressures on our costs and significantly elevate the future customer experience by offering increased service control and even better reliability and frequency.

Citybus signed a contract with Velociti Solutions this month, a global leader in transport management software systems, to implement and further develop an automated operating system for this new "Nerve Centre" embedded with machine learning and artificial intelligence capabilities, harnessing big data in real-time generated by our industry leading fleet control systems and supported by our skilled Operations Control Team. The software and systems will become the backbone of our operations, which will be centrally controlled from our new Operations Control Centre located at our Chai Wan headquarters.

Upon the completion of the implementation of the new system, customers will be able to experience the benefits of the application of next generation technology coupled with our strong service offering by enjoying better coordinated headways along key traffic corridors and more accurate journey times. This will be powered by an AI data engine, uniquely designed to collect and analyse data from all our bus trips, including live locations, patronage, and transaction data. It will give us the ability to generate more accurate bus timetables and predict future schedules based on historical data, significantly improving trip planning. Our operations, planning, and scheduling teams will be empowered to swiftly review route performance, enabling them to proactively plan and respond to customer demands.

Mr Richard Hall, Managing Director of Citybus, said, "Citybus is unwavering in our commitment to investing in and securing the long-term future for our business and franchised buses in Hong Kong. We recognize the immense potential for our bus network to further develop and expand in the decades to come, harnessing initiatives around green technologies and the adoption of digitalisation to increase market share and grow patronage."

"Since the acquisition of Citybus in 2020, we have had a clear strategy to invest in our people and product to create both real business and customer value. To date we have successfully implemented a number of effective measures and are continuously endeavouring to improve our customer outputs and operational efficiency. To date we have already reduced our operating costs per kilometre by over 5.2% in just over a 12-month period. We look forward to this new partnership and operational model achieving even greater synergies and efficiencies in the future."

With construction soon to be underway, the new control centre and operating system are expected to be operational during the second half of 2025.

Established in 1979 with only one double deck bus, through innovation and excellent service delivery, Citybus has grown to operate over 1,700 buses across Hong Kong Island, Kowloon and the New Territories and employs over 5,000 staff to serve over 1.1 million customers daily. We have an industry leading bus fleet with both electric and hydrogen buses, and all buses operating at Euro5 emissions standard or above.

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Photo Description

Photo 1:

This new “nerve centre”, located at our Chong Fu Road headquarters, stands as the heart of Citybus. (Mock Up Photo)

