



HELPING ENJOY THE RIDE WITH WIFI

"On board WiFi really helps us leverage experiences for our customers and enhances what we can provide."

Daniel Rode - General Manager Digital and Brand

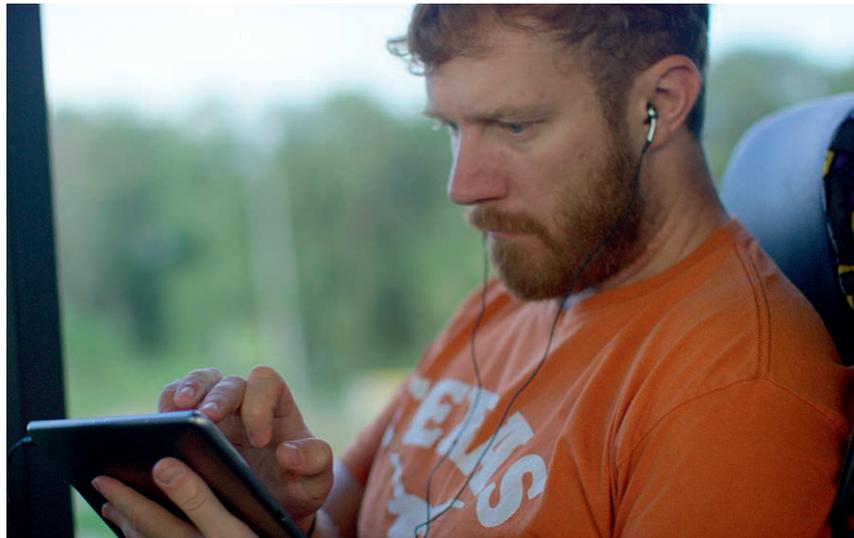
Behind the Business

IMPROVING INTERCITY'S CUSTOMER EXPERIENCE

On board WiFi thanks to Spark Mobile Broadband.

About InterCity

- Founded in 1860
- Proudly NZ owned and operated
- Carries more than 1.7 million passengers each year
- Operate 120 services every day, connecting over 600 destinations nationwide



It's often said that the journey is just as important as the destination. And that's particularly true when you're a transport company looking to create a first-class customer experience for your passengers.

"At InterCity we carry all walks of life: students, grandmothers, backpackers. We really are a reflection of the whole of New Zealand." says Daniel Rode, General Manager Digital and Brand.

"With tourism going through a real boom at the moment, there has never been more people visiting New Zealand than there are right now. So for us as an operator it's really important that we enhance the customer experience for not only those international visitors, but also for our large domestic audience as well".

"InterCity is passionate about delivering our customers the best services. Our first step is to deliver WiFi across the fleet and we will look to follow this with other customer entertainment options."

John Thorburn - CEO, InterCity

That's why InterCity are driving to be New Zealand's first and only nationwide long distance bus company to have free WiFi on every route. So instead of staring out the window or reading a book, passengers can now stay connected throughout their journey. Allowing them to make a more productive, or entertaining, use of their travel time.

Roll on Spark's superior 3G and 4G network

Offering free WiFi at a café is easy. Offering it on buses that constantly travel the length and breadth of the country - through deep ravines, over high mountain passes, and across vast plains - is a whole new challenge. One that can only be overcome by a mobile broadband network with proven coverage, speed and reliability.

That's why after extensively trialling coverage and technology offerings from a range of network providers, InterCity partnered with Spark Digital to launch on board WiFi across their entire fleet.

Spark Digital's GM of Corporate Clients, Simon Gillespie, says InterCity chose Spark Digital on the strength of the company's reputation for providing exceptional ICT solutions, and the capability to support a number of other future on board entertainment initiatives. Plus Spark's recent purchase of 700MHz spectrum, which gives greater coverage in rural areas, provided the high-performance 4G mobile network needed to ensure passengers stay connected on the main road, and the back roads.

"We don't know what's coming up around the corner. But what we've developed today gives us a great platform to move ahead with."

Daniel Rode - General Manager
Digital and Brand

Choosing a Mobile Broadband solution from Spark Digital means choosing a people-centred solution that is simple, connected, flexible and secure.

If you're ready to create better connections for your customers, speak to your Client Manager or call us on:

 **0800 694 364**

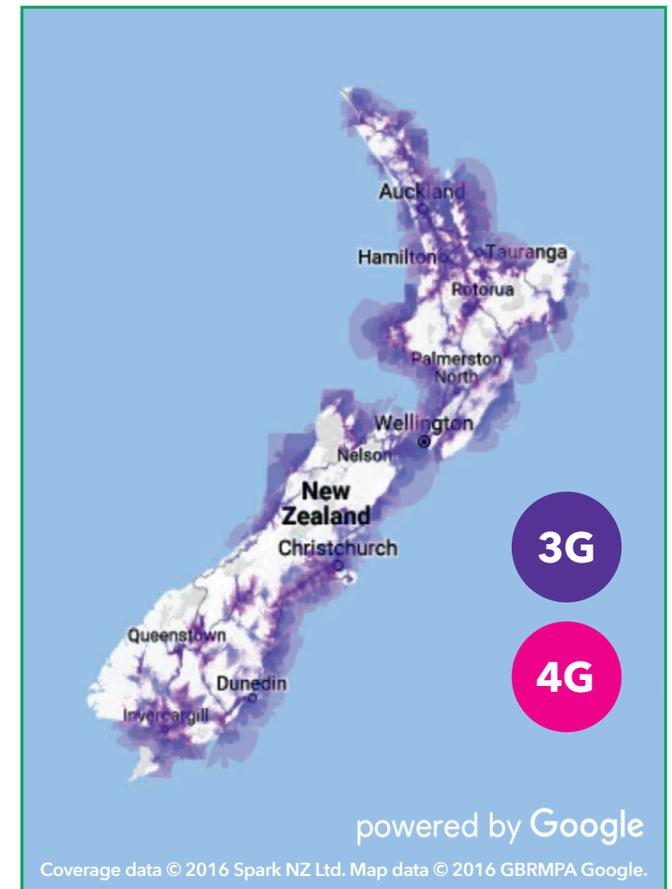
Digital technology - helping passengers and drivers

Even before they get on the bus, the combination of reliable on board WiFi and the InterCity customer app is making the journey easier. Passengers waiting at the next stop can track the approaching bus more accurately, giving them a better idea of when it will arrive.

The drivers are also seeing the benefits. Being constantly connected enables them to keep track of passengers in real-time, with live updating manifests as bookings are made. "If we went to the drivers now and said we want to take these devices off you and send you back to paper, we'd have a real struggle on our hands" says Daniel. "Everybody now feels that what they have with this digital solution is making their lives easier every day."

Heading in the right direction

Now that technology has helped InterCity create new customer connections, they're starting to think about the next leg of their journey. "Whether that means more on board streaming content for us, or richer content for our customers, the future is really open for that so it's an exciting time."



About 3G and 4G

- Spark's recent purchase of 700MHz spectrum gives greater 4G reach in rural areas and provides the high performance 4G mobile network needed
- New 4G 700 gives greater reach making it ideal for less populated and rural areas