



# HRS Customer Communication Terminal: Key information

## The challenge: does this sound familiar to you?

Customers can be severely impacted by temporary roadworks, especially when they live close to or even within the area where the works are taking place. Communicating effectively with customers trying to navigate around roadworks or getting to their home is therefore essential to prevent frustration and potential harm to the workforce.

HRS has worked closely with stakeholders in road and rail to develop intuitive and simple to deploy solutions that have a proven track record in reducing incursions, improving customer satisfaction and increasing efficiency. It is this key stakeholder engagement that has allowed us to meet changing requirements of various site needs yet keeping the solution consistent to our customers and to our business.

Understanding the road user has also been a key element in developing solutions that benefit their experience and in doing so reduce the risk to them and to the site workforce. Interaction and communication are key factors in improving customer satisfaction of works and that means our product development has the end customer at the forefront of our solution.

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### The solution:

The **HRS Customer Communication Terminal** can be deployed in seconds and used in a wide range of application areas to improve communication with road users. This includes:

- > As a **Portable Intercom** to enable instant two-way communication between Residents/Road Users and Traffic Management crews during roadworks/level crossing works.
- > As an **Information Terminal** to relay up to date information to people affected by works taking place.
- > As an **Emergency Call** point within roadworks or other relevant works/events to improve the safety of road users and the general public.

#### PORTABLE INTERCOM MODE

In portable intercom mode the HRS Customer Communication Terminal helps improve communication with residents and road users affected by road closures. Crucially, it removes traffic management operatives from areas of potential confrontation which also improves operational efficiency.

Residents requiring an escort through the work site can be reached quickly and effectively. By implementing this customer focus-based system we reduce the risk of negative interaction with traffic management operatives and potential incursions into the work zone.



#### INFORMATION TERMINAL

Lack of information and understanding behind the reasons for a site being installed can be the one of the biggest causes of negative confrontation with road workers and interaction with the site equipment. By using HRS Customer Communication Terminals in Information Terminal mode we can upload recorded messages that give up to date information on a variety of aspects related to the works and based on the road user/residents required need set.

This could be how the works are progressing with proposed start and finish dates of the works or where to find further information related to the works taking place.



#### EMERGENCY CALL POINT

Breaking down in a temporary worksite means that access to permanent emergency call points can be difficult. HRS's Customer Support Terminals can be deployed in these locations to provide instant communication with relevant support services. Other example applications include use at events or emergency situations.

HRS Customer Communication Terminals can also be combined with HRS's Incursion Detection and Warning system.



## What do our customers think?



### HIGHWAYS ENGLAND

Highways England and its Supply Chain Partners successfully utilise the HRS Customer Communication Terminal to reduce incursions and improve customer experience on temporary roadworks. According to a report commissioned by Highways England on a closure of the A1: "The system reduced the uncertainty around customer wait times by providing direct and immediate communication with traffic management personnel and could potentially represent 11 prevented incursions into the works"

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### SKANSKA OXFORDSHIRE

Working with Chevron Traffic Management, Skanska Oxfordshire identified a need to engage with their customers on a Park & Ride near where a lane closure and partial road closures were being installed to carry out crucial works. It was deemed that use of the customer communication terminals at strategic locations within the park and ride and surrounding area to the works site would provide engagement with the road user of another key stakeholder providing consistent information regarding the works implementation.

Not only did this provide a customer focused based approach to the design and installation of the traffic management set up but it provided operational efficiencies both to the traffic management and to the main client in that they did not need to use additional resource at these locations to inform the road user to the works taking place.

Skanska Oxfordshire said: "We had no customer complaints in relation to the scheme and due to the location of the works we put this down to the success of the Customer Service Portals installed at strategic locations in the Park & Ride and the quality and professionalism of the traffic management operatives installing and maintaining the traffic management."



### SES WATER

SES Water were required to close a dual carriageway over a number of days including peak times to carry out emergency water main repairs. It was deemed crucial that due to the nature of the works, along with the time the road would be closed, that there was a need for a solution at six strategic locations to provide road users with information relating to the works.

HRS suggested the use of Communication Terminals at these locations in replacement of the traditional gateman crew to provide consistent and up to date information on the reason the closure was in place and how long it would be required to remain installed for. By engaging with the road user in this way HRS were able to provide operational efficiency to the traffic management installing the works but cost efficiency to the client in total cost of traffic management services.



## The main benefits of using these systems:

- > Provides **Up to date information** on work site activities and time frames to the road user.
- > **Reduces customer complaints** through information and understanding of the works and better journey planning.
- > Provides a **customer focused based approach** to design and planning of works sites with the road user understanding integral to the works planning and success.
- > **Allows for access to dedicated team** whether that be on site for escort or a control centre to report issues and get assistance.
- > Installation in stakeholder areas key to the work sites communication allows **engagement with a wider populous of road users** not just users who may be directly effected by the works.
- > **Reduces operational requirements** for maintaining areas of traffic management when replaced with Communication Terminals.
- > By reducing operational requirement, it has the potential to **provide both cost and carbon efficiencies** to the client.

### A selection of designs for the HRS Customer Communication Terminal



Contact us for your bespoke solution

## About HRS

HRS's mission is to provide technology-based safety solutions that will help to significantly reduce injuries and fatalities in temporary work zones, whilst providing the travelling public with accurate real-time information. Our solutions have been proven to safeguard road workers on many occasions whilst also delivering net cost savings in temporary traffic management.

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