

CIM

an F24 product

CUSTOMER STORY: VY

Vy was one of the first organizations in Norway to utilize Web 2.0 technology for alerting and crisis management.

The company had its first web-based tool for crisis management installed in 2001 and in 2007, this was replaced with CIM.

Today they are once again at the forefront, when focus is moved from crisis management to pro-actively handling all irregularities and incidents, preventing them from escalating into more serious incidents



Image: Stuedal Kommunikasjon

Executive Summary

Vy was one of the first Norwegian companies to implement web-based crisis management solutions, and already in mid 2000s renowned for being among the best in crisis management. They have since then shifted their focus from handling the crisis to preventing it from happening in the first place – with a proactive approach to handling all deviations and incidents at an early stage.

With an operations centre using CIM 24/7/365 all deviations from normal operations are logged in CIM and necessary actions taken. In case of a cancellation of a train service, the operations centre also uses a special CIM module for ordering replacement bus services.

More serious incidents are flagged, and log entries registered as a new case in CIM. Communications staff and crisis management team members are then automatically alerted and can log into CIM and take further actions.

About Vy Train

Vy (formerly NSB) is part of the Vy Group, a leading Nordic mobility provider, with passenger trains, buses, freight and travel operations in Norway and Sweden.

Vy currently operates on a total of 26 local, intercity and regional train routes, serving 375 stations, including the largest towns and cities in Norway. Vy trains were used for more than 70.7 million journeys in 2018.



In March 2019 the NSB group announced they were uniting their train and bus services in Norway and Sweden under the new, common brand: Vy.

Read more about Vy here.

Challenges

90 per cent of all train passengers in Norway are transported on a Vy Train. Their staff of more than 3700 operates on a total of 26 train routes, with 15,600 station stops every day. Customer satisfaction is closely linked to punctuality and regularity of the train services.

In case of line closure, or cancellation of

service for any reason, the Vy operations centre must respond quickly to get a bus replacement service in place. This is a major challenge when operating train services in Norway's rough climate, with mountain crossings and remote locations with little or no infrastructure. A minor incident can easily become a major reputational crisis if not handled correctly.



Image: Vy

How Vy is using CIM proactively

The Vy operations centre in Oslo operates 24/7, 365 days a year, constantly monitoring the train services, utilizing CIM modules in daily operations, like the Duty Roster, logging of visits to train cockpits and issuing of access cards.

Any deviation from normal operations is also logged in CIM, either automatically from the railtrack information system run by the rail administration Bane NOR, or manually logged by staff. Everything from minor delays to more serious incidents such as closure of rail lines due to technical issues, avalanches or bad weather, is logged.



The operation centre operates 24/7, 365 days a year, constantly monitoring train services

Messages to and from the train staff's tablets are sent and received in CIM, and all information is available for the Crisis Management Team if needed, Operations Manager Arne Brunborg-Arnesen explains;

"In case the incident requires action from management, the incident is registered as a new case in CIM. The Crisis Management Team is then automatically alerted and can log into CIM and take further actions by, among other things, using established action cards in CIM"



The operations centre also uses a specially developed CIM module for ordering replacement bus services when needed. When delays occur, and a bus replacement service is needed, the operator can handle the request for transport via automated messages to bus companies. The message is sent to a pre-defined list of bus companies, based on geographical location and number of buses needed. The bus companies then respond back with the number of buses available and estimated time needed to be in service. All executed and logged in the CIM module.

"This CIM module vastly speeds up the process of ordering bus replacement services and also cuts down the lead time for the bus to physically turn up at the stations wherever in Norway the situation occurs", Brunborg-Arnesen says.

The use of CIM as a daily tool for logging of all activities also has advantages in the case of a more serious incident, Head of Emergency Preparedness and Security, Pål-Henrik Tindberg says;

Train staff logs everything from minor delays to serious incidents in CIM on their tablets

"Using CIM on a daily basis makes the operators more familiar with the tool. In the case of a more serious incident or crisis, there is no time wasted logging into an unfamiliar crisis tool that they may have difficulty in using. By using the established action cards in CIM during a crisis, we ensure that the tasks are taken care of. This helps us stay focused on handling the incident, and not the tool."

crisis management solutions since early 2000 and CIM since 2007. He is instantly alerted when operations are not running as normal. He says;

"When handling media, it is vital to receive an early warning whenever there are issues that might draw media attention. With every minor incident logged, we get an early warning and can log into CIM to find more details. This gives us the heads-up and necessary preparedness for media response."

Head of Press Relations Åge-Christoffer Lundeby has been using web-based

"CIM helps us to be early, clear and available! With early actions and a proactive approach, we get the information first, and can notify customers and media upfront, rather than having to deal with hundreds of customers and media calls reactively."



Vy train at Oslo Central Station

Results

The use of CIM as a daily tool for logging of all activities has helped Vy stay ahead of challenges and take a proactive approach to incident management. Head of Emergency Preparedness and Security, Pål-Henrik Tindberg says;



”It is far more effective to prevent a crisis from happening, than having a large team of people trained and ready to handle it afterwards.”

Video

See Vy’s story in video format using the link below.



Want to know more about CIM and F24?

Get in touch by email, phone or through our website to learn more about how we help hundreds of organisations prepare, respond and improve.

Visit cim-en.f24.com



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