

Five Modes of Transport, One Data Hub

How Transport Focus uses Dapresy



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Robert Pain
Senior Insight Advisor, Transport Focus

ABOUT TRANSPORT FOCUS

Transport Focus is an independent watchdog for transport passengers and road users in Great Britain. The modes of transport it tracks include railways, buses, trams, as well as bigger road networks.

It aims to secure improvements, influence decisions, and get the best deal for transport users with an emphasis on evidence-based campaigning and research. To achieve this, Transport Focus surveys passengers and road users to gauge their experiences. It works with transport providers and updates them on what their users are reporting – be it good or bad, with the goal of helping them improve their service.

THE CHALLENGE

With different modes of transport, come many different surveys. Transport Focus has traditionally had differing data delivery platforms for each survey. The surveys are run and provided by different research agencies, resulting in a multitude of potential formats.

Separate survey platforms particularly presented a challenge because Transport Focus has a commitment to make the data publicly available, given that it is largely publicly funded. While it had always published its research, it now wanted to increase the accessibility of its data to the general public.

Presenting the results of each mode of transport on separate platforms – with different addresses and interfaces, was not an option. Rather, Transport Focus sought to consolidate all major surveys and deliver it to the public on a single, user-friendly platform.

When it embarked on its journey to find the solution that works best, it frequently came across certain issues:

- **Required login:** Many platforms weren't very public-facing. They were primarily intended for key stakeholders, requiring login information.
- **Lacking options to visualize:** Fairly static in terms of data presentation, many tools didn't allow for infographic style and much visualization. They supported simple tables and data handling, but Transport Focus wanted to be more visual with its data.
- **Not future proof:** It was questionable how invested the companies were in developing their data visualization tools. Additionally, Transport Focus was keen to maintain flexibility in their data collection tools, so didn't want the data hub to be tied to any survey suppliers.

THE SOLUTION

Already used internally, Dapresy was immediately on Transport Focus' radar. The team was happy with its current usage and knew it could be used as a data hub. Dapresy was able to streamline data from Transport Focus' multiple sources to create a truly centralized hub of information. But how did it compare with other platforms otherwise?

Transport Focus found Dapresy to be incredibly convenient for **delivering data to the public**. As Senior Insight Advisor, Robert Pain, puts it *"Dapresy allows you to be truly open. It doesn't require a login. You click on a link on our website, and you can directly navigate the data. It is incredibly easy; you have access to everything with no login required."* The transparent nature of the data hub has also made it a favorite amongst journalists.

Transport Focus was also impressed with the **many data visualization options**. *"Dapresy isn't limited to simple charts and tables. It offers flexibility to easily tweak visualizations."*

Furthermore, there was no doubt in Transport Focus' mind that this solution would address its needs long term. Dapresy's solution gave Transport Focus control over the open data reporting tool, making it **less dependent on research agencies**. *"If and when we move from one agency supplier to another on a survey, we no longer need to change systems. That's a benefit both internally and externally – no need to look for the data somewhere else or learn to adjust to a new system."*

A single solution for both internal and external stakeholders is also a huge benefit in terms of ensuring consistency and efficiency. That is possible due to the **easy-to-use solution**, as Robert put it *"This isn't for technology specialists – this is for anybody."* Regardless of their level of experience, the system is used by all – from advanced data analysts to members of the general public.

BENEFITS

Once it started using Dapresy's solution, Transport Focus discovered that along with meeting the needs of all stakeholder groups, the platform provides several additional benefits. The Insight Team at Transport Focus has used Dapresy to increase its efficiency by adopting different features and modules:

- **Self-service capabilities:** Other team members dig into the data without needing to go to the Insight Team for help. They use the data hub before meetings to get performance details specific to the provider they are meeting with. It is also used for creating presentations and answering questions on-the-fly.
- **PowerPoint production:** Robert spoke to a recent project he completed with Dapresy, creating 100 decks for different stakeholders, each deck about 80 slides long. *"It's a massive piece of work that Dapresy enables you to do, which is virtually impossible otherwise."*
- **Cross Tab advanced analysis feature:** *"Personally, I use the cross-tab feature a lot in place of running analysis in SPSS, as it is far more user friendly"* says Robert. Transport Focus uses Dapresy to double-check numbers in reports it receives, as it has proven to be convenient for running numbers very quickly.
- **Flexible trigger options:** With an email alert system set up in Dapresy, the insights team no longer has the pressure of notifying other stakeholders each time data is released for one of its surveys.
- **Favorites functionality:** Team members will use the favorite option to save cross tabs they often refer to, making it far more convenient to pop in and check the data.
- **Secure sharing options:** *"Dapresy has enabled us to share preliminary results with key stakeholders prior to publication of our reports, in a secure environment."*

FUTURE PLANS

The positive feedback from different stakeholders has reinforced Transport Focus' decision to build a centralized data hub with Dapresy's solution. Clients regularly use it to access information and a politician has even said that the data hub was one of the easiest, most user-friendly public-facing systems he has seen.

Transport Focus also appreciates that Dapresy continues to invest in its software, developing new features. "It is a tool we will continue to use for quite a time to come. The last thing you want is to spend resources to set something up, then two years down the line for it to not be good enough anymore and have to start the whole process again."

ABOUT DAPRESY

Dapresy, a Conformat company, is a global provider of data analysis and visualization software for market research and customer experience management. Its SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads, to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 30 countries utilize the Dapresy platform to clearly communicate complex data from markets, users, and customers. Founded in 1999, Dapresy's global headquarters is in Sweden with North American headquarters in Portsmouth, NH. In addition, it has client service offices in Germany, United Kingdom, Bosnia and Herzegovina, and Australia.