

# United Airlines Fixed Route

O'Hare International Airport (ORD) | Chicago, Illinois

Consistently ranked one of the best airlines in the country, United Airlines continues to be an innovator. O'Hare International Airport serves as a hub for United and is constantly evolving with expansions, additional point-to-point routes, satellite terminals, and

ground transportation route changes. When a new employee parking lot was established in 2018, United focused on improving the experience of their 8,000 employees with 700 flights/day\* by implementing TransLoc's Fixed route services and white-label app.



## CASE STUDY

### CHANGES

- Improve reliability of shuttle for United employees, while also providing GPS location to dispatchersIncrease ridership on airport shuttles
- Provide real-time shuttle tracking information to employees
- Maximize capacity of shuttles
- Wait times from 5-40 minutes improved to consistently less than 5 minutes
- United employee app has 30,000 downloads and a 4.2 star rating in the app store
- Included 3 terminal stops, which resulted in improved bus capacity

**30\***

Vehicles

**<5 min**

Average wait time

**2018**

Partnered with TransLoc

\*pre-COVID



*"[TransLoc's software] was accurate and spot on, [out of the other competitors] you were the ones that really wowed us. TransLoc had awesome customer service with quick turnaround times."*

— Brian Weston, Airport Operations – Hub Business Partners Manager



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