

Oxford Bus Company transforms lost property process using NotLost



A subsidiary of the Go-Ahead Group, the Oxford Bus Company operates a fleet of over 260 vehicles, completing 23 million passenger journeys per year.

The challenge

The customer service team were overwhelmed, handling over 8,000 items and 10,800 lost property enquiries each year. It was described as the 'worst part of the job' by staff and was also the most common reason for inbound customer calls.

Their ambition was to modernise and streamline the process, whilst also enabling some additional functionality to improve the customer journey.

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We wanted to digitalise the system and it was crucial that we had images of the items. Having to bring out this big book to look through was like being in the dark ages!

Customer Service Supervisor, Oxford Bus Company

The results

Average enquiry length 10 mins to 2 mins
Average item registration 8 mins to 1 min

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Someone was enquiring about an item and we were able to send over a photo straight away – they were really impressed!”

The solution

Oxford Bus Company have radically transformed their lost property process by partnering with NotLost. They now simply take photos of the lost property and the image recognition software creates a detailed report.

When handling enquiries, the customer service team can search using keywords, images, dates and route details, responding promptly and accurately.

Customers can report items lost online 24/7 using a web-form - these reports can be compared to with found items at the click of a button!

Staff can also offer passengers a choice of delivery options and recoup postage / admin costs by generating a secure payment invoice directly from the platform!

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Managing lost property across a large fleet that is always moving can be challenging at the best of times. NotLost simplifies that job and frees up our colleagues to get on with value-adding work.

Head of Customer Experience, Oxford Bus Company

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Our colleagues regularly receive glowing letters of thanks for quickly reuniting lost items with their owners. It's not uncommon for them to also receive flowers or chocolates... It goes to show how much the service means to them.

Head of Customer Experience, Oxford Bus Company