



COMMUNICATING SHIFT SCHEDULES VIA *SMS* CATCHES ON QUICKLY IN BOLOGNA

COM-P.A. RECEIVES “QUALITY” AWARD IN THE “PUBLIC TRANSPORTATION – DRIVERS’ SHIFTS” SECTION

**The Vodafone project has been carried out with the Torinese Trasporti Group.
More than 2,000 employees already utilise the service.**

COM-P.A. of Bologna wins the *Quality Award* in the “public transportation – drivers’ shifts” section for the **Vodafone** project designed to allow the **Torinese Trasporti Group** to quickly and easily communicate work shift schedules, via SMS, to its employees.

The award was given to Vodafone on the last day of the Public Communication Exhibition, when the authorities and companies that had presented COM-P.A. with exceptional projects in the field of company communication were awarded. The *2003 Quality Award* was granted to public bodies and companies for their outstanding projects and presentations in the field of innovation and public communication.

Specifically, Vodafone has created a messaging service that allows the Torinese Trasporti Group to utilise its data bank to send out a simple SMS communicating work shift schedules directly to drivers’ cell phones. Thanks to this service, drivers no longer need to return to their headquarters or even phone in for such information. Furthermore, drivers can also send in an SMS to inquire about their work shifts.

More than 2,000 employees have already signed on to access this service and thus daily exchange information via SMS, allowing for considerable savings in time and greater efficiency in communication.

Vodafone again chose Turin as its experimental “lab” to test out value added services. Since 2001, the Company has worked with the city’s municipality to offer a service that provides updates on traffic and road conditions. Turin’s residents can access information regarding traffic jams, road blocks, new road works and car-free Sundays via an SMS sent directly to their cell phones. In November of this year, Vodafone was also a partner in the third edition of “*Webdays, three days devoted to the network*”, the exhibition organised by the Municipality of Turin focusing on services for citizens.