



BatOnRoute - School and Staff Transport App

Real-Time Control and Communication – Inside FlightLink Wales' BatOnRoute Rollout

When FlightLink Wales expanded into school transport, founder Mo Rehman wanted the same reliability and trust that built his airport transfer business to carry over to the school run. Here's why looking after parents' peace of mind is paying off across the rest of his business. When FlightLink Wales had bid and won a contract to provide a minibus service to and from a Welsh-speaking school in Barry, founder Mo Rehman wanted the same standards that had built its reputation as the incumbent taxi operator at Cardiff Airport to carry over to a very different kind of passenger: schoolchildren.

For Rehman, reliability on a route like that meant more than just turning up on time. It meant parents knowing where the bus was, whether it had been held up by the tractors and quarry trucks that share the A-roads into Barry, and above all, whether their child had got on board safely. Without a way to answer those questions, children risked standing at a bus stop in the cold or rain longer than necessary, and parents were left guessing until the bus, or the child, arrived. None of this was a condition of the local authority contract – Rehman set out to solve it because it was the standard he'd expect for his own children.

From Workaround to Solution

Some drivers had already tried an easy fix for this, setting up WhatsApp groups to share their location with parents as they drove the route. It's a straightforward enough workaround, but one with an obvious GDPR problem: personal numbers shared without proper consent, and no guarantee every number in the group actually belongs to a parent rather than a child. For an operator trying to build trust, the solution needed to be secure, not just



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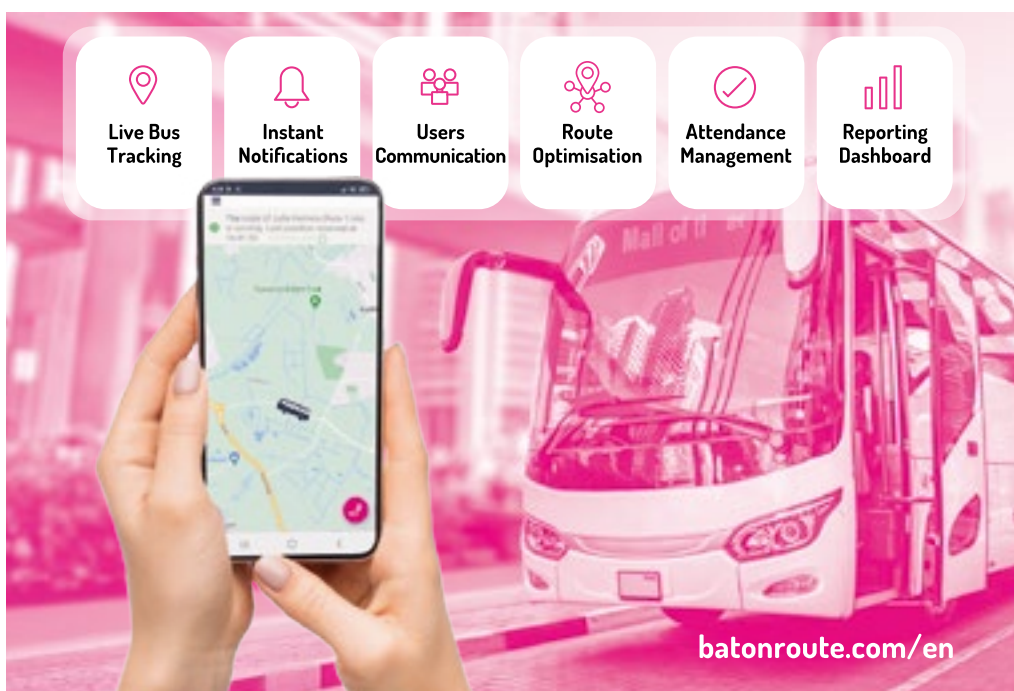
SCHOOL AND STAFF TRANSPORT APP

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Optimize and Digitize your Bus Routes for Safety and Security



BatOnRoute in action: the same live-tracking and notification tools that helped Mo Rehman's FlightLink Wales build parents' trust in the school run

convenient. What Rehman wanted was a solution that gave parents visibility without compromising anyone's privacy, and that search is what first brought Nunsys Group onto his radar.

Rehman first came across the company at Euro Bus Expo in Birmingham in 2022. There were other tracking systems on show at the event, but none of them were exactly what he had in mind. Then he was shown Nunsys Group's BatOnRoute solution.

"It was like a jigsaw, and that piece slotted perfectly," he says. "Other options felt like a round peg in a square hole, but this one just fit, so I thought, okay, let's run with it."

It might not have been as obvious a match on paper as one might think that the BatOnRoute platform is typically used by large coach companies running fleets of coaches moving 200 or 300 children a day, but it could not have been further from the truth. The way the system had been designed meant scale wasn't the

point; it did exactly what Rehman needed, regardless of the size of the operation behind it.

Once he'd decided to go ahead, it was time to get the system up and running.

"As a non-techie, it took me a while to get my head around," Rehman admits. "But thankfully Nunsys Group was on hand to offer support. If I had any difficulties, it was easy to reach the support team, and they were always willing to help and guide me through what I needed to do."

Now it's up and running, he says the day-to-day operation couldn't be simpler: the driver presses a button to set the route as active, which switches on GPS tracking within the app, *"and away they go"*.

From there, the system handles the rest. The bus is visible in the app throughout the route once it's active, and parents also get an automatic notification once it's a set distance from their stop – for Rehman, that's 2km,



giving families enough notice to get their child ready. A similar automated message goes out if the bus is running late, sent only to the parents affected, with the operator able to set how much of a delay triggers it.

When a child boards, the driver taps to confirm pick-up, which also notifies parents. On arrival at school, the driver checks in, the GPS session closes, and parents receive another notification confirming their child has arrived safely. For Rehman, that combination of simplicity for him and visibility for parents was exactly the piece that had been missing.



FlightLink Wales founder Mo Rehman with one of the company's Cardiff Airport minibuses

The Eureka Moment

For parents, the impact of BatOnRoute was almost immediate.

"Parents never had this before, so when you show it to them, it's a bit of a eureka moment," Rehman says. "They go, 'why didn't we have this before?' If I took it away now, they'd want it straight back. Simply put, BatOnRoute filled a need the parents didn't even know they had."

And that visibility works both ways. *"That's what I wanted to give parents – control and communication," Rehman explains. "It's a two-way street, really. I'm telling them the bus will be there in five minutes, so I expect their child to be ready and waiting."*

That mutual accountability has a knock-on effect on punctuality too. High school pupils don't always make it easy, but knowing the bus' location in real time means parents can nudge their child out the door on time, rather than everyone finding out only once the driver is stood waiting.

"If we wait at one stop, it has a domino effect – we're late for the next, and the next after that," he points out.

The benefits haven't stopped at the school gate, either. Rehman believes the trust BatOnRoute has built with parents is feeding directly into the rest of FlightLink Wales' business.

"If parents see me as a reliable, punctual operator for their children, they'll trust me with their airport transfers too," he says.

For Rehman, it comes down to a broader philosophy: *"I'm running a business to make money, yes, but I'm also asking what more I can do to make it a better service."*

It's why, despite having an in-house programmer capable of building bespoke tools, he chose to adopt BatOnRoute rather than build something from scratch.

"This was already a niche, tailored solution that existed off the shelf," he says. "I could have built something for this, but it was already there, so I didn't need to."

A Standard Worth Setting

Asked whether he'd recommend BatOnRoute to other school transport operators, Rehman doesn't hesitate: *"I would definitely recommend they go for something like BatOnRoute, yes."*

For Rehman, it all comes down to the same instinct that started the search in the first place: safety. Asked whether that's the biggest benefit of the app, he agrees without pause: *"Indeed. Personal information is kept secure, and parents can relax knowing exactly where their kids are."*

It's a fitting summary of what BatOnRoute has meant for FlightLink Wales – not a system chosen to tick a contractual box, but one that let a small operator bring the same standards of reliability and trust to the school run that it had already built its reputation on at Cardiff Airport.



BatOnRoute's three-part system gave Mo Rehman the tools to bring real-time visibility to FlightLink Wales' school run