

From visibility to service improvement

Velociti Solutions' Control360 can reshape control room performance

For many UK bus operators, the control room has long been defined by its ability to respond quickly under pressure. When disruption occurs, it is the place where decisions are made quickly to keep services moving, but as networks grow more complex and expectations continue to rise, simply reacting is no longer enough.

What is emerging instead is a new expectation: that control rooms should not only manage disruption, but actively improve performance. This shift, from visibility to performance improvement, is where platforms like Velociti Solutions' Control360 are beginning to make a tangible difference.

As Nick Brookes, Chief Customer Officer at Velociti Solutions, puts it: "The control room is the heartbeat of any bus operation, but without a joined-up view, teams are often working harder than they need to just to stay on top of the basics."

THE LIMITS OF VISIBILITY ALONE

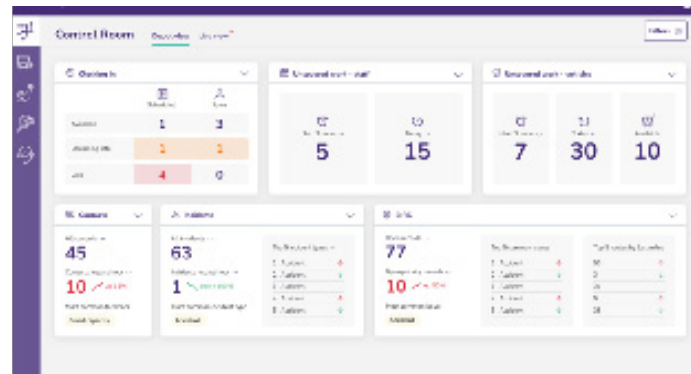
Over the past decade, operators have invested heavily in a growing suite of digital tools. Real-time tracking, engineering platforms and customer information solutions are now commonplace.

Yet despite this progress, many control rooms still face a persistent challenge: too much information and insufficient clarity.

Data exists, but it is often fragmented.

Controllers may be able to see where buses are, which drivers are on duty, and what incidents are unfolding. However, connecting those dots in a meaningful way often requires manual effort, switching between systems, and making judgment calls based on incomplete context.

The result is a form of "informed reactivity" that is better



Control360 depot view

than before but still fundamentally limited.

Control360 takes a different approach. Rather than simply aggregating data, it structures it around decision-making. The platform brings together multiple data sources into a single operational view, while prioritising what matters most in the moment.

TURNING DATA INTO OPERATIONAL OWNERSHIP

A key shift enabled by Control360 is the way it reframes responsibility within the control room. Instead of passively monitoring events, controllers are equipped to take ownership of outcomes.

For example, a delayed driver sign-on is no longer just an alert. Within Control360, it becomes a managed event, linked to specific services, compliance considerations, and potential network impact. The system not only flags the issue but also supports a structured response.

Aiden Proctor, Head of Product - Bus at Velociti Solutions, explains: "One of the key benefits of Control360 is how it anticipates problems before they become service failures. It doesn't just highlight an issue, it helps teams resolve it quickly, compliantly, and with full visibility of the wider impact."

This reduces ambiguity and creates consistency in how



Nick Brookes

Aiden Proctor

decisions are made.

Over time, that consistency builds confidence across the operation. Decisions are no longer dependent on individual experience alone but are supported by shared workflows and reliable data. For operators, that translates into more predictable service delivery, even in challenging conditions.

REDUCING COGNITIVE LOAD

Control rooms are, by nature, high-pressure environments. Controllers are required to process large volumes of information quickly, often while managing multiple incidents at once.

One of the less visible benefits of Control360 is how it reduces this cognitive load. By eliminating duplicate data entry and minimising the need to switch between systems, the platform frees up capacity.

As Proctor notes: "Controllers are making high-stakes decisions constantly. By removing the need for system-hopping and guesswork,

we give them the headspace to focus on keeping services running and passengers moving.

CREATING A CLEARER PICTURE

Beyond real-time decision-making, Control360 improves how operational information is captured and used. Control rooms generate large volumes of data daily, but it is often fragmented or lost across systems.

By bringing this into a single platform, Control360 ensures information is consistently recorded, visible, and accessible. As Brookes explains: "Most operators already have lots of technology in place. The challenge has been joining it up."

This joined-up view helps teams reference past events, maintain continuity across shifts, and improve communication. Over time, it reduces variability in how incidents are handled, supporting more consistent and reliable control room decisions.

A SHIFT IN MINDSET

What stands out about Control360 is that it is not simply a technology upgrade. It reflects a broader shift in how control rooms are expected to operate.

The emphasis is no longer just on reacting quickly, but on understanding impact, taking ownership, and driving performance improvement over time.

In this sense, the platform serves as a bridge between real-time operations and strategic thinking. It supports the immediate need to keep services running while also contributing to longer-term performance goals.

As Proctor puts it: "It's not just about solving problems in the moment. It's about giving operators the tools to build more resilient, efficient networks over time."

LOOKING AHEAD

The pressures facing UK bus operators are unlikely to ease any time soon. Reliability, efficiency, and adaptability will remain central challenges.

What tools like Control360 suggest is that the answer may not lie in adding more systems, but in making better use of the ones already in place. 🛠️