

DIGITAL SKILLS AND RESEARCH METHODS- ARRIVA



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INTRODUCTION

Digital skills are important for an organisation as technology is an essential part of most organisations. This is used in order to help achieve success. the chosen organisation for this report is Arriva. They are a major bus operator in the UK, which was founded in 1980 and have more than 12,000 employees. This report includes analysis of the modern technology and public transport buses in London as well as the impact of the technology introduced in delivering these services

THE CHALLENGE IN INTRODUCTION OF MODERN TECHNOLOGY

Technology helps make accessing the services easier for customers. For example when they book tickets online and pay through online portals, all of these are modern technologies employed by Arriva for the benefit of their customers. However, such technology also comes with a huge cost of the organisation and therefore as an organisation Arriva has to focus on increasing their sales performance to pay for keeping up with modern technology.

THE ANALYSIS OF THE MODERN TECHNOLOGY

Modern technology allows most manual operations to be automated. This not only saves time but also in most cases improves output, as automation allows a greater number of processes to take place which otherwise would be impossible to achieve in a manual setting. This in turn helps the organisations services and also increases the performance of the employees.

THE IMPACT OF MODERN TECHNOLOGY

Organisations have different methods that help them to achieve success. The strategies of adapting technology into an organisation helps increase the performance. Technology brings many benefits to an organisation, making it easily accessible to clients and enabling organisations to access data. Modern technology has both positive and negative impacts on the performance of their employees and balance with that technology. Analysis also helps organisations come up with suitable strategies.

POSITIVE IMPACTS OF MODERN TECHNOLOGY

- The Organisation is learning a lot more about the performance of their employees by using modern technology.
- Arriva is constantly increasing its performance as an organisation and employing new methods to achieve success.
- The employees help make these strategies with the organisation untogether they collaborate their knowledge based on findings from technology.
- The organisation is modernising itself and is going through a major redevelopment in its processes.
- They offer their clients excellent service and increase business as a result
- By introduction of Ibus System London transport can control the routes properly, now the buses announce the bus stop names whereas before, it was impossible.
- Buses were never on time.
- On the 16th of June 2005 It was reported that London buses failed deaf people, as a result the Ibus system was announced. On 16th of January 2006 the stops were announced on Route 144
- People can now also pay by card



NEGATIVE IMPACTS OF MODERN TECHNOLOGY

- In order to continue to offer an excellent modern and streamlined service to its customers Arriva must continually evolve its technology this comes at a big cost such as implementing technology and maintaining it.
- This means that in order to recuperate the cost of such technology Arriva must raise its price; as a strategy from organisation point of view, it makes sense however as we live in a world where people hunt for bargains and low cost travel Arriva may lose some of its customers.

RECOMMENDATIONS



- The organisations have many employees and they helped them to achieve success.
- The employees of the organisation have access to the latest technology and this allows them to deliver a great service to their customers Arriva should have employees that are skilled and they should focus on the service of their organisation because the skilled employees can help the organisation in making new and innovative strategies.
- The organisation should have screening and they should coordinate with different employees to increase their performance.

CONCLUSION

Arriva has employees that have a vast and varied skill set. It is important for an organisation to fully involve its employees in coming up with new strategies. The employees can Help determine what kind of technology works on their day to day services, with all modern technology we must remember that it's humans that need to be the main skilled person behind it all.

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