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GoSwift

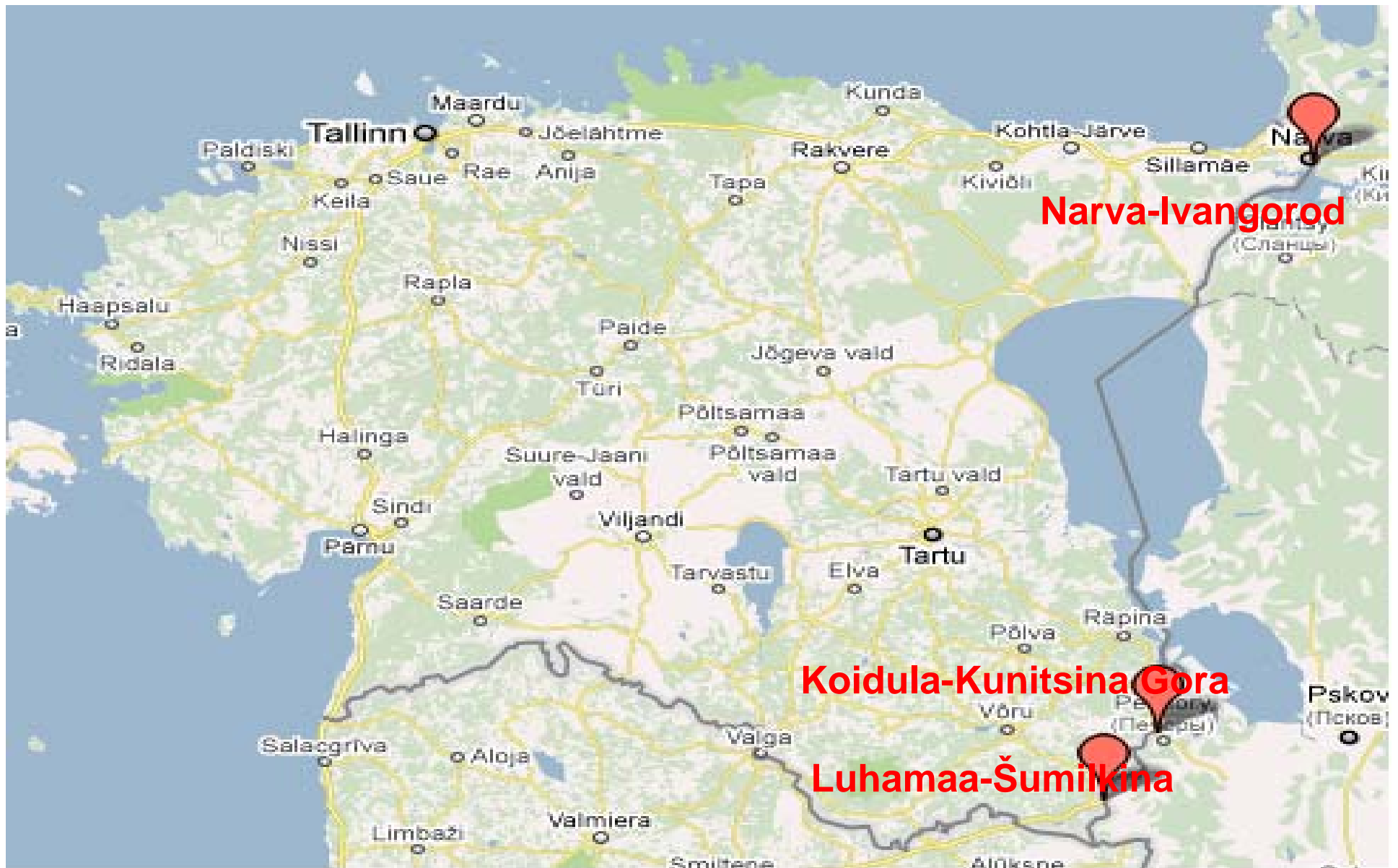
Electronic border queue

Lauri Lusti

ERAA

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## 3 Road BCP's on the east border



# Border queue on the east border (1)

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- Continuous problems over 10 years.
- Over 600 000 vehicles crossing border from Estonian side to Russia. Rise ca 10% per year.
- Political decision, that costs will be covered by border crossers(no recourses from the state budget).
- Political solution – delegation to the private company.





Situation before 01.08.11

# Situation before 01.08.11

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- ✓ Long queues at the borders – up to 5-6 days
- ✓ Sale of places in queue
- ✓ Insufficient conditions for drivers, who had to wait for long period
- ✓ Garbage and pollution problems
- ✓ Traffic safety problems
- ✓ Insufficient security of the trucks and goods
- ✓ Drivers were unable to comply to the work and rest time rules
- ✓ Profit loss for owners of the goods and carriers



## Border queue on the east border (2)

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- Start on April 2010 :
  - Parliament changed Law on State Border;
  - open contest to find IT program and service provider;
  - open contests to find waiting area services providers for each BCP.
- ✓ From 1 August 2011, the procedure for border crossing on the Estonian-Russian border has changed.
- ✓ Thereafter **all** motor vehicles (categories A, B, C, D) heading towards Russia are obliged to book a place in the electronic border queue.

# Main goals

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- ✓ Not to allow any black market of the places in the queue
- ✓ Predictable border crossing time
- ✓ Opportunity to wait far from border (Tallinn etc)
- ✓ Better service for tourists, business people
- ✓ Better information, who will cross the border
- ✓ Solve security, waste and pollution problems on the roads just before border posts



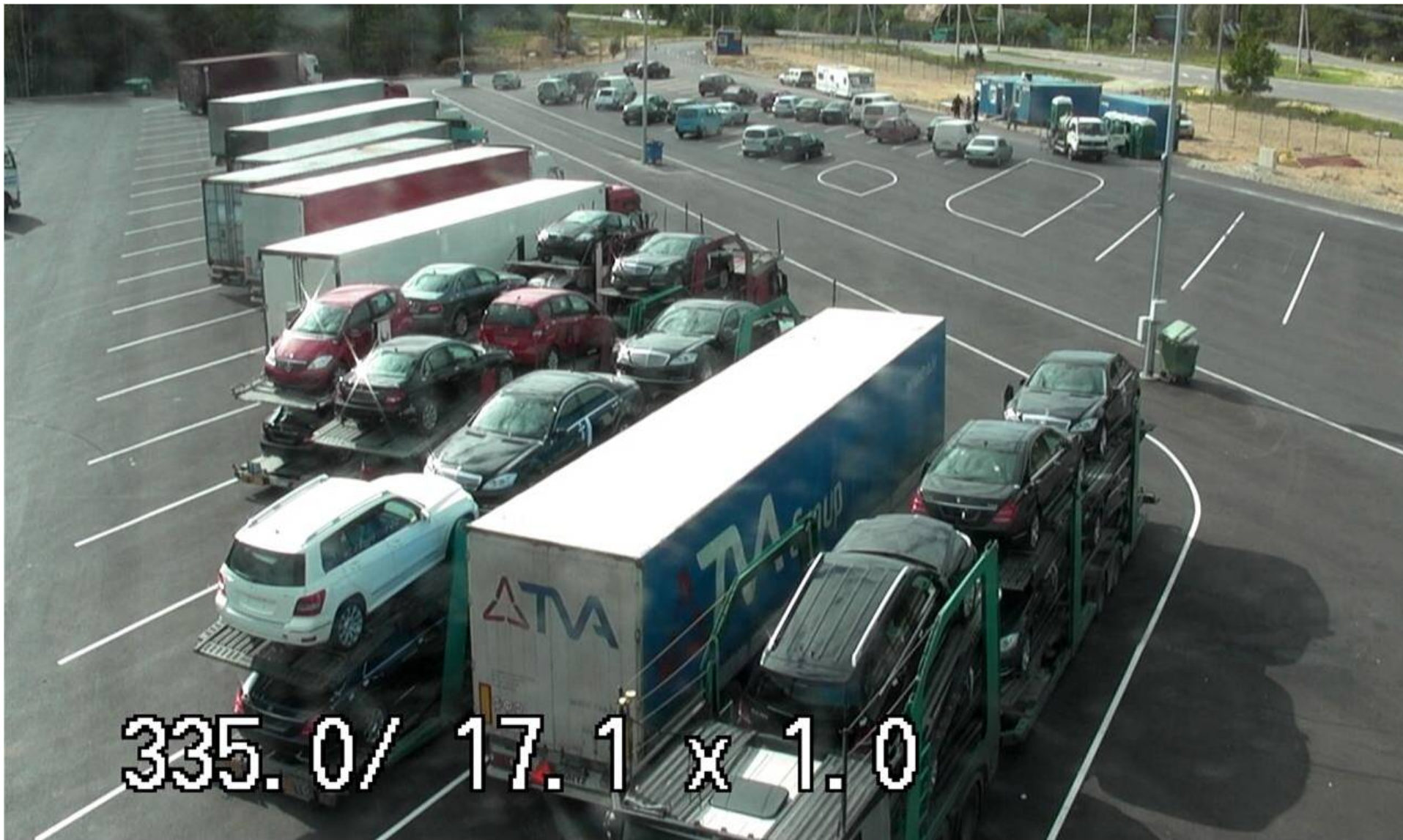
# Situation after 01.08.11

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- ✓ Vehicles are in electronic queue
  - ✓ Waiting times are shorter
  - ✓ No physical waiting lines
  - ✓ Vehicles arrive at the border just before their crossing time
- ✓ Special waiting areas just before border posts where
  - ✓ Drivers are waiting for their border crossing time
  - ✓ Trucks and goods stay safe
  - ✓ Truck drivers can manage their work and rest time
  - ✓ WC, shower, cafe, free wifi etc
  - ✓ Led screens are guiding cars to the border







# GoSwift

[www.estonianborder.eu](http://www.estonianborder.eu)  
[www.eestipiir.ee](http://www.eestipiir.ee)



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# GoSwift electronic border queue

## How it works (drivers view)?

**GoSwift**  
[www.estonianborder.eu](http://www.estonianborder.eu)  
[www.eestipiir.ee](http://www.eestipiir.ee)



# GoSwift electronic border queue

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**1** Book a place in the queue

**2** Arrive to the waiting area

**3** Cross the border



# GoSwift – Booking

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- ✓ 3 channels: Web, call centre, waiting area
- ✓ 3 languages : Estonian, English, Russian
- ✓ Payment for bookings:
  - ✓ Bank transfer (for Estonian banks)
  - ✓ Credit cards
  - ✓ Prepayment account
- ✓ Regular customer interface for
  - ✓ road transport and bus companies
  - ✓ frequent travellers



# GoSwift – Booking via Call Centre

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- ✓ Works 24-7-365
- ✓ 3 languages
- ✓ Booking line and information line
- ✓ Payment for bookings
  - ✓ Credit cards
  - ✓ MPI – mobile payment
- ✓ Information line for extra fee



# GoSwift – Call Centre

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1

## Book a place in the queue

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### Enter the data of booking

person, vehicle and border point



SMS

### Order an additional SMS notification

For charge, optional



### Pay for booking

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[www.eestipiir.ee](http://www.eestipiir.ee)



1

# Book a place in the queue

GoSwift | Select desired border

https://www.eestipiir.ee/yphis/preReserveSelectTimeslot.action

GoSwift  
www.estonianborder.eu  
www.eestipiir.ee

Find my reservation: [ ] [ ] [ ] [ ]

Cart is empty

Login KAART

User registration  
Reset password

Home

Borders and waiting areas

Reserve

Border queues info

Edit my reservation

Info

Feedback

1 Select your vehicle group

2 Select border crossing point

3 Select preferred queue type

4 Select your border crossing time

5 Driver info

6 Vehicle data

7 Additional services

8 Reservation confirmation

### Select your border crossing time

< 17.10.2011 >

17.10.2011 Mon	18.10.2011 Tue	19.10.2011 Wed	20.10.2011 Thu
00-01 Full	00-01 Full	00-01 Available	00-01 Full
01-02 Full	01-02 Full	01-02 Full	01-02 Full
02-03 Full	02-03 Available	02-03 Available	02-03 Available
03-04 Full	03-04 Available	03-04 Full	03-04 Full
04-05 Full	04-05 Available	04-05 Full	04-05 Full
05-06 Not available	05-06 Not available	05-06 Not available	05-06 Not available
06-07 Not available	06-07 Not available	06-07 Not available	06-07 Not available
07-08 Not available	07-08 Not available	07-08 Not available	07-08 Not available
08-09 Available	08-09 Full	08-09 Available	08-09 Available
09-10 Full	09-10 Available	09-10 Full	09-10 Available
10-11 Available	10-11 Available	10-11 Full	10-11 Available
11-12 Available	11-12 Available	11-12 Available	11-12 Available
12-13 Available	12-13 Available	12-13 Available	12-13 Available
13-14 Available	13-14 Full	13-14 Available	13-14 Available
14-15 Available	14-15 Full	14-15 Available	14-15 Available
15-16 Full	15-16 Available	15-16 Full	15-16 Available
16-17 Full	16-17 Full	16-17 Full	16-17 Full
17-18 Not available	17-18 Not available	17-18 Not available	17-18 Not available
18-19 Not available	18-19 Not available	18-19 Not available	18-19 Not available
19-20 Not available	19-20 Not available	19-20 Not available	19-20 Not available
20-21 Full	20-21 Full	20-21 Full	20-21 Full
21-22 Full	21-22 Available	21-22 Available	21-22 Available
22-23 Full	22-23 Available	22-23 Available	22-23 Available
23-00 Available	23-00 Available	23-00 Available	23-00 Available







# 1

## Book a place in the queue - payment

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### ✓ Booking via web

- ✓ Bank transfer
- ✓ Credit cards
- ✓ Pre-paid account

### ✓ Booking via Call Centre

- ✓ Mobile payment
- ✓ Credit cards
- ✓ Pre-paid account

### ✓ Booking in the waiting area

- ✓ Cash
- ✓ Debet cards

**GoSwift**

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[www.eestipiir.ee](http://www.eestipiir.ee)



# 1 Book a place in the queue – payment fee

- ✓ Reservation fee is €1,1 + waiting area fee;
- ✓ Sum of reservation + waiting area services in year 2011:

	A	B	C	D
Narva	€ 2,00	€ 3,00	€ 15,00	€ 15,00
Sillamäe	NA	NA	€ 15,97	NA
Koidula	€ 2,50	€ 5,50	€ 7,00	€ 7,00
Luhamaa	€ 1,05	€ 3,50	€ 10,00	€ 10,00



## 2 Waiting area and border

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Arrive to the waiting area



Watch the board until your queue number appears



Drive from the waiting area to the border point

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[www.eestipiir.ee](http://www.eestipiir.ee)



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3

Cross the border!

GoSwift

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[www.eestipiir.ee](http://www.eestipiir.ee)



# GoSwift – Terms of use

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- ✓ All motor vehicles need to have a reservation for crossing the border
- ✓ Reservation can be made on the Internet, by phone or in the official waiting area
- ✓ Driver of a vehicle and each vehicle can have only one reservation at a time
- ✓ You have to pay for making a reservation, the fee is non-refundable
- ✓ Reservation can be changed not more than 3 times and not later than 3 hours before the reservation time
- ✓ All the vehicles need to pass through the waiting area before being sent to the border checkpoint
- ✓ HVG's are registered to the queue on the basis of empty vehicle or with the number of MRN. Number of MRN will be controlled by authorities at the border

Source – [https://www.eestipiir.ee/yphis/terms.action?request\\_locale=en](https://www.eestipiir.ee/yphis/terms.action?request_locale=en)



# GoSwift – Waiting areas

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- ✓ Official waiting areas near to border posts
- ✓ Created by the result of public tender, exclusive right for 5 years
- ✓ Secure parking for trucks and cars
- ✓ Border queue reservations and information
- ✓ WC, shower, wifi, cafe etc
- ✓ Large screens for border queue info



C

WWY06 T902BM6  
WWY4A 0010BP60  
ZRY266 186APT  
FB479L  
FP9976

Collade  
TOLLIAGENTUUR

WWW.COLLADE.EE  
WWW.LUHAMAATERMINAL.EE

LUHAM





# GoSwift – How?

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- ✓ PPP – Public-Private-Partnership
- ✓ Investment 0 € from national budget
- ✓ System is owned by private company, data is owned by the state
  - > Continuous development
  - > Improvements are quick and flexible
- ✓ Common objectives
- ✓ Open communication



# GoSwift – August - December 2011

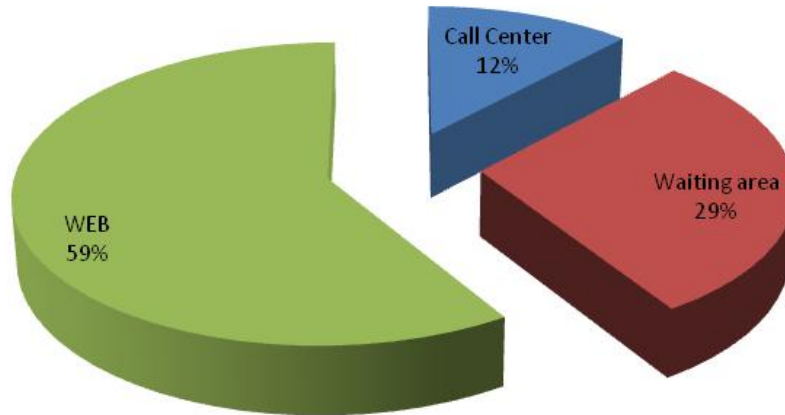
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- ✓ ~256 000 border crossings
- ✓ ~ 55 000 phone calls
- ✓ ~ 2 800 incoming questions and feedbacks
  
- ✓ ~450 000 sms messages sent



# GoSwift – Reservations by channel

Reservations by channel, Dec. 2011



In December 2011:

Reservations 57300

Call center 6700

Waiting area 16700

Web 33900

Trends:

- ✓ Web, call center up
- ✓ Waiting area down

GoSwift

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# GoSwift – Conclusions

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Thank you!

