



The Journey of Tomorrow: How Verhuven and OES Line Redefined Digital Comfort with Wavecom

The Starting Point: Where Tradition Meets Digital Expectations

Picture a state-of-the-art touring coach gliding through the European countryside. For the modern traveler, comfort is no longer measured solely by physical space; today's true luxury is "invisible connectivity"—the kind that simply works, allowing passengers to stay connected to what matters most without interruption.

Verhuven, a family-owned company built on a legacy of premium service, recognized that true excellence in passenger comfort required a digital "nervous system" to match. The goal was clear: to elevate the customer experience to the next level, making the operation naturally more competitive through superior quality.

The Challenge: A Commitment to Excellence

Before this transformation, managing multiple SIM cards and lacking a direct way to interact with passengers created operational noise. However, the core challenge was hospitality and the standard of service. **Verhuven recognized a vital gap in their offering: the need to communicate directly and effectively with their passengers during the journey.** They didn't just need a technical fix for the Wi-Fi; they sought a way to bridge the distance between the driver's cabin and the passenger's seat. The vision was to transform onboard connectivity from a silent utility into a dynamic tool for engagement, allowing the company to share relevant information and gather the necessary insights to ensure their promise of premium comfort was always being met.

“Mr. Martin Verhuyen wanted to hear its passengers in real-time, transforming onboard Wi-Fi from a technical necessity into a direct channel for customer care and continuous improvement.”



Through a strategic partnership between **Wavecom**, **OES Line**, and Verhuyen’s vision, an integrated digital ecosystem was born, powered by Wavecom Gateways and the **IoT Manager** platform.

Karsten Micke, CEO of Wavecom GmbH, highlights the clarity the solution provided:

“Our goal was to provide more than just a connection; we wanted to open a new channel of intelligence. With this solution, Verhuyen now gains vital passenger inputs that serve as a foundation for more informed and assertive strategic decisions.”

The Transformation: The Passenger’s Voice and Robust Integration

At the heart of this experience is the **Captive Portal**. This is where Verhuyen communicates assertively and gathers immediate feedback on journey comfort. For the owner, **Mr. Martin Verhuyen**, this represents the ultimate gain:

“The greatest value has been the proximity. With the Captive Portal, we perceive the quality of our service through our passengers’ eyes and react instantly. Technology has empowered our customers’ voices and elevated our standard of excellence.”

To ensure this connection never falters, **OES Line** guaranteed a high-reliability installation. **Michél Bovie, CEO of OES Line**, emphasizes the technical commitment:

"Our focus was robustness. We integrated Wavecom's innovation invisibly so that, regardless of the route, the passenger only feels an unshakable connection and total comfort."

Based in Willich, OES-Line is an established specialist in omnibus solutions and ranks among the leading providers in the European bus segment. Since its founding in 1994, the company has positioned itself as a reliable partner for custom conversions, bespoke manufacturing, and the wholesale of components from industry-leading manufacturers.

As Wavecom's official partner for the German market, OES-Line plays a central role in integrating modern connectivity and telematics solutions into public transport. Working in close collaboration with Wavecom, the company ensures that future-ready "Connected Bus" technologies are implemented efficiently and reliably across vehicle fleets.

Through this partnership, OES-Line combines deep bus conversion know-how with innovative digital solutions, reinforcing its position as one of Europe's leading bus specialists.

Comfort with a Human Face

The collaboration between these specialists allowed Verhuven to achieve a transformation that goes far beyond simple connectivity:

- **Uninterrupted Comfort:** A high-speed, stable connection that eliminates frustration and reinforces Verhuven's premium brand standard, ensuring passengers feel prioritized throughout their journey.
- **Assertive & Personalized Communication:** The **Captive Portal** acts as a dynamic bridge, allowing Verhuven to deliver the right message—from safety updates to tailored welcomes—at exactly the right time.
- **Data-Driven Strategy:** By collecting direct passenger inputs, management now makes informed strategic decisions, using real-world feedback to continuously refine and improve their service quality.
- **Operational Agility & Future Growth:** The centralized infrastructure simplifies fleet management and prepares Verhuven for future challenges. This scalable foundation ensures the company remains agile and highly competitive as it expands its operations.

Conclusion: Empowering Verhuven for the Future of Travel

More than a technical upgrade, this implementation reflects **Verhuven's** evolution. By placing passenger comfort and feedback at the center of their digital strategy, the company is not just following the market, it is leading it.

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