

EMPAUA + FLIXBUS

Customer Success Story



FlixBus - Customer Success Story
EMPAUA Germany

 **Company** FlixBus

 **Salesforce Solution Implemented** Experience (Community) Cloud

 **Industry** Travel

ABOUT THE COMPANY


FlixBus is a long-distance mobility provider, founded in Munich in 2013 by three young entrepreneurs with the vision of making long-distance travel green, comfortable and affordable. Running on a state-of-the-art backend system, FlixBus provides Europe's largest intercity bus network with 250,000 daily connections to 1,400 destinations in over 26 countries. FlixBus has served over 100 million customers to date.

Customer Challenges

Project Outcome


International Portal Implemented

Leverage the Customer Journey and Experience



As FlixBus experienced growth across Europe, they continually integrated more mobility partners into their system.

A platform with better usability, functionality and scalability



FlixBus favoured the idea of working with a platform with better usability, functionality and scalability and chose to work with the Salesforce platform.

Solutions

We create solutions that drive your business success

MULTI-CHANNEL COMMUNITY CLOUD

FlixBus opted to work with Community Cloud to manage their portfolio of mobility partners.

TAILORED TEMPLATES

Working with a "Build-Your-Own" Community template, EMPAUA carried out technical customisations to make the platform align with FlixBus theming guidelines.

CUSTOM LIGHTNING COMPONENTS

EMPAUA then built and integrated custom lightning components to query backend data to display to mobility partners in a secure and digestible way.



Results

- Working with EMPAUA, Flixbus were able to turn its business requirements into a go-live platform within timeline and budget. The platform is scalable, which is of pivotal importance as FlixBus continue to integrate mobility partners into the community.

“EMPAUA helped us successfully roll out a highly customised solution for our company on an international scale. Despite the challenging nature of the project, with EMPAUA, the process never felt daunting, and we were guided smoothly through the methodology. Their proven Salesforce expertise and ability to quickly understand our needs, design and develop a solution allowed for a swift production turnaround with all bases covered.”

Daniel Krauss, FlixBus CIO

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