

# Your Fast Track to Complete Motoring

One-stop Online Portal



The ONE.MOTORING portal ([www.onemotoring.com.sg](http://www.onemotoring.com.sg)) offers real-time information on traffic and road conditions and is the largest one-stop online site for all matters pertaining to motoring and road transport. First launched in October 2000 by the Land Transport Authority (LTA), ONE.MOTORING is now an established brand name, integrated with traffic.smart to provide access to real-time traffic information. The portal allows motorists to perform online transactions through e-Services related to vehicle ownership and usage. There is also a lifestyle section featuring articles and promotions to keep its members updated.

## CUSTOMER-CENTRIC ONE-STOP PORTAL

ONE.MOTORING is a customer-centric one-stop hub that offers regulatory and lifestyle information and services relating to the entire life-cycle of a vehicle including real time traffic and on-line road information. The portal now contains useful information such as motoring news, car park rates, car reviews, and articles relating to lifestyle.

One of the key challenges was to ensure that users have fast and reliable access to the website 24 by 7. The infrastructure and applications must handle increased portal traffic without consequential increase in costs. The content management of the portal was crucial in encouraging repeat visits and increase adoption rate of e-Services. Regular marketing campaigns and contests were implemented to drive usage to the portal.

A member acquisition programme was introduced to engage with users proactively. This is supported by conducting annual customer surveys to gather user feedbacks and reviews on how to improve and enhance the portal design, usability and services.



## CHALLENGES

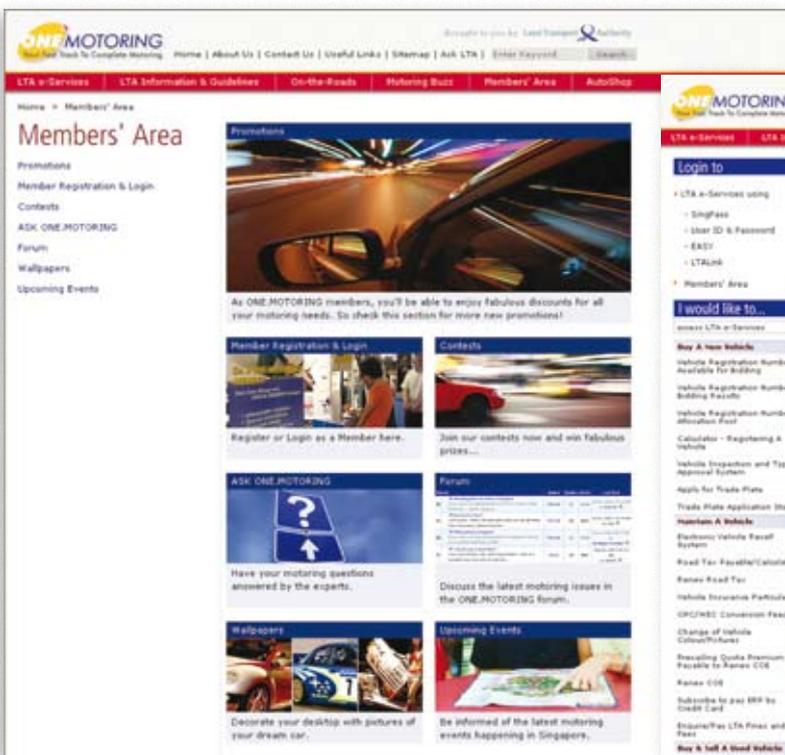
- Maintaining growth of portal traffic and usage without performance degradation
- Encouraging repeat visitorship to the portal
- Increasing the adoption rate of key e-Services
- Retaining and grow the membership base
- Housing the contents from regulatory agency (LTA) and third-party driven lifestyle contents in a single hub, while maintaining the strategic interest of the Authority.

## SOLUTION

- Ensure systems and processes are put in place to provide users with fast and reliable access to ONE.MOTORING 24/7
- Develop marketing campaigns to drive usage
- Collaborate with commercial partners for cross-marketing of ONE.MOTORING
- Introduce a member acquisition programme to capture more members

## BENEFITS

- Growth in web traffic and unique visitors exceeding 25% year-on-year.
- Increase usage of key LTA e-Services such as Renew Road Tax online by more than 70% to date
- Consistently achieve high customer satisfaction ratings with 95.3% in the most recent survey
- Establish a vibrant and active community in the ONE.MOTORING Forum.



Interactive Portal with e-Services



## NCS PORTAL SOLUTIONS



A business unit with NCS, NCS Portal City handled the conceptualisation, hosting, applications development; marketing, business collaboration and online community engagement of the ONE.MOTORING portal. Proven new technologies and innovations - such as mobile phone features, lifestyle-based services and location-based services were used to support the applications on ONE.MOTORING.

NCS effectively combines LTA regulatory services/ information with commercial content and offerings, bringing benefits to users through a one-stop portal. A seamless integration of the government and private sector functionality is promoted through:

- Services-on-demand**  
 Online and offline marketing and branding, mobile site and other innovative services to engage users.
- Content-on-demand**  
 Editorial postings on motoring-related news and car reviews. Different groups of users, depending on their demographics, interest and surfing habits, is engaged.
- Infrastructure-on-demand**  
 Setting up and managing a large-scale infrastructure to host and manage the ONE.MOTORING portal requirements.

## AWARDS

The ONE.MOTORING portal has bagged various accolades such as semi-finalist standing in the Commonwealth Association for Public Administration and Management (CAPAM) Awards 2006 and the merit award for the National Infocomm Award (Singapore) in the category of Most Innovative Use of Infocomm Technology (Public Sector) in 2006. The initiative was voted one of the top five government projects in Singapore that exemplifies the achievements and dedication of the public service, based on a poll by the Ministry of Finance and the Public Service Division in October 2006. ONE.MOTORING has also consistently achieve top 2 website rankings in the Hitwise's Automobile category in Singapore.

## ABOUT LTA



Land Transport Authority (LTA) is a statutory board under the Ministry of Transport. LTA plans the long-term transport needs and spearheads land transport developments in Singapore.

ONE.MOTORING is the top local automotive website among the motorists and the motoring industry with more than 13 million page views a month.

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