



Proactive engagement and open communication lead to informed tenants and staff for AMP Capital.

What have they achieved?

By proactively engaging with the Travel Choices team, AMP Capital have been able to strengthen their relationships with their customers by providing timely and tailored transport information and opportunities to save them time on their daily movements, enabling them to make the best travel decisions possible.

Overview:

AMP Capital's Office & Industrial team recognised that given the unprecedented investment and construction taking place across Sydney that there was likely going to be a high degree of customer uncertainty around how people should move in and out of the area for their daily commute. There was also a need to ensure the business community understood what the changes meant to them and how to utilise Sydney's transport options.

As a result, AMP Capital engaged Travel Choices to speak to their customers (tenants) directly about utilising the vast transport network in Sydney to ensure they were equipped with the right information.

Best practice:

AMP Capital recognises the importance of communicating to their customers the best transport options available to help save them time moving around the city. In doing so, they enabled tenants to adopt sustainable transport options.

How did they do it?

AMP Capital hosted several events to ensure their customers had all the necessary information. These included:

- Holding customer events and activations across several of their buildings in Sydney about transport travel information and options.
- Hosting a series of workshops to inform customers about Sydney's transport network; current and future transport options and how to support their staff in switching to sustainable travel behaviours.
- Sharing Travel Choices information across communication channels such as tenant emails, tenant portals and lift screens.

About the Company:

Industry:
Asset Management

Key properties managed in the CBD:
**55 George Street, 50 Bridge Street
7 Macquarie Place, 123 Pitt Street**

Location:
**33 Alfred Street,
Sydney NSW 2000**