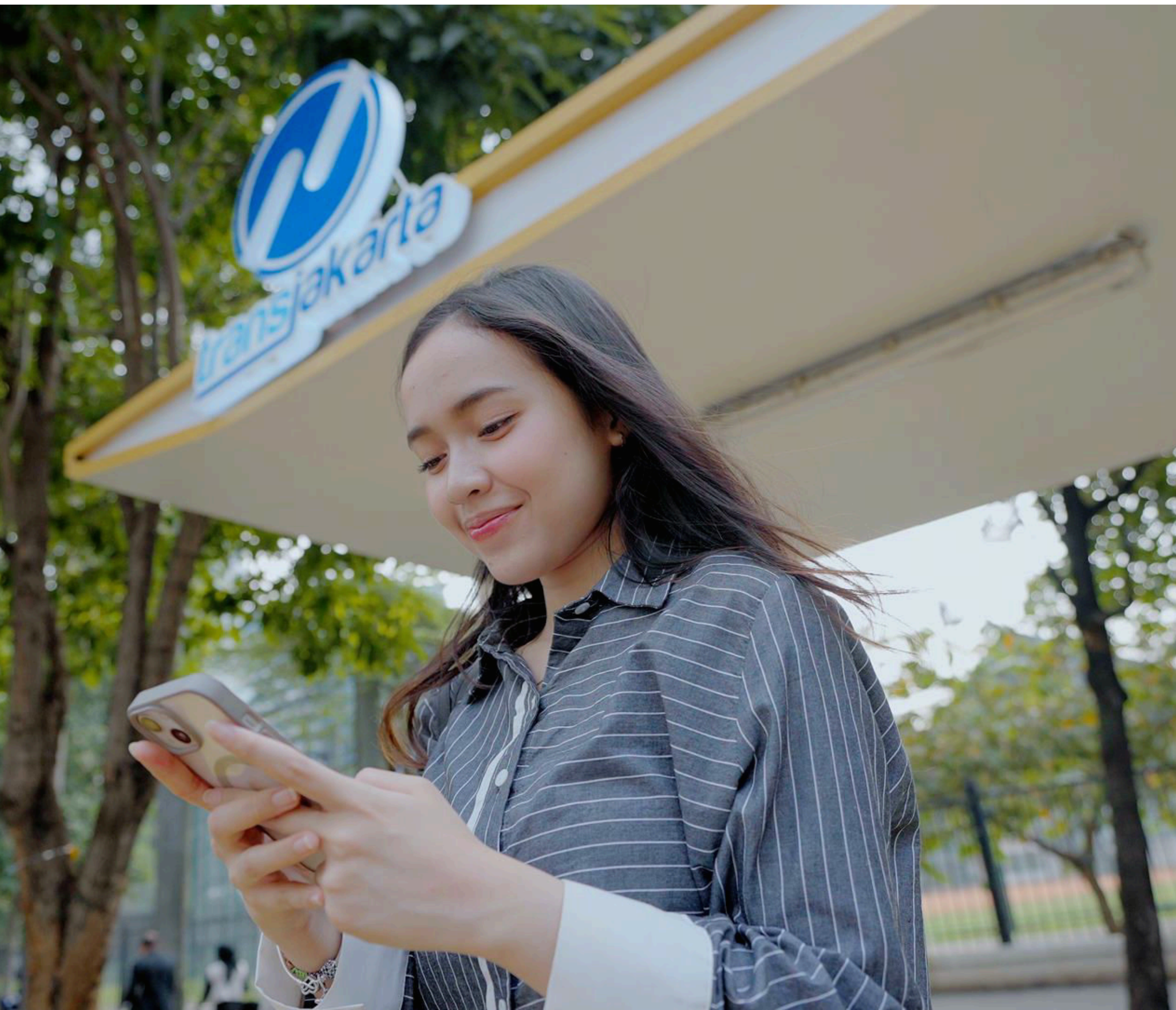


Case Study

Helping Jakarta move faster through conversational AI

How Transjakarta turned tens of thousands of commuter messages into fast answers and faster action with TARA, a conversational-AI assistant powered by BytePlus.



A network built to move millions of passengers

Every day, more than 1.4 million people depend on the 5,000 buses operated by Transjakarta for their commutes in Jakarta. As the first Bus Rapid Transit (BRT) system in Southeast Asia and the longest BRT network in the world — spanning nearly 244 kilometres of corridors, feeder services, and free Mikrotrans minivan routes — Transjakarta is the connective tissue of the Indonesian capital's public transport system.

Transjakarta Bus Rapid Transit Operator · Jakarta, Indonesia			
Network	244 km of BRT corridors	City coverage	92.4% of Jakarta
Fleet	5,000 buses	Walk to nearest stop	~300 metres
Daily passengers	1.4 million+	AI assistant	TARA, launched Sept 2025

Working with a network of operating partners across thousands of bus stops and terminals, Transjakarta currently brings its services within reach of 92.4% of Jakarta. Almost anywhere in the city, commuters are within roughly 300 metres of a stop.

At that scale, keeping the city moving is about more than running buses. It also depends on Transjakarta's ability to hear, understand and respond to commuters in real time. That means fielding thousands of queries from commuters who need accurate, immediate information to make decisions while they are travelling.



Hearing every commuter voice at city scale

Before integrating AI-powered support, tens of thousands of commuter messages reached Transjakarta through the TJ: Transjakarta app and social channels including WhatsApp, Instagram and Facebook. The customer-service teams manually handled more than 23,000 of these messages every month.

23,000+

Messages handled manually every month

~1 hour

Average wait for an answer

4 channels

App, WhatsApp, Instagram and Facebook

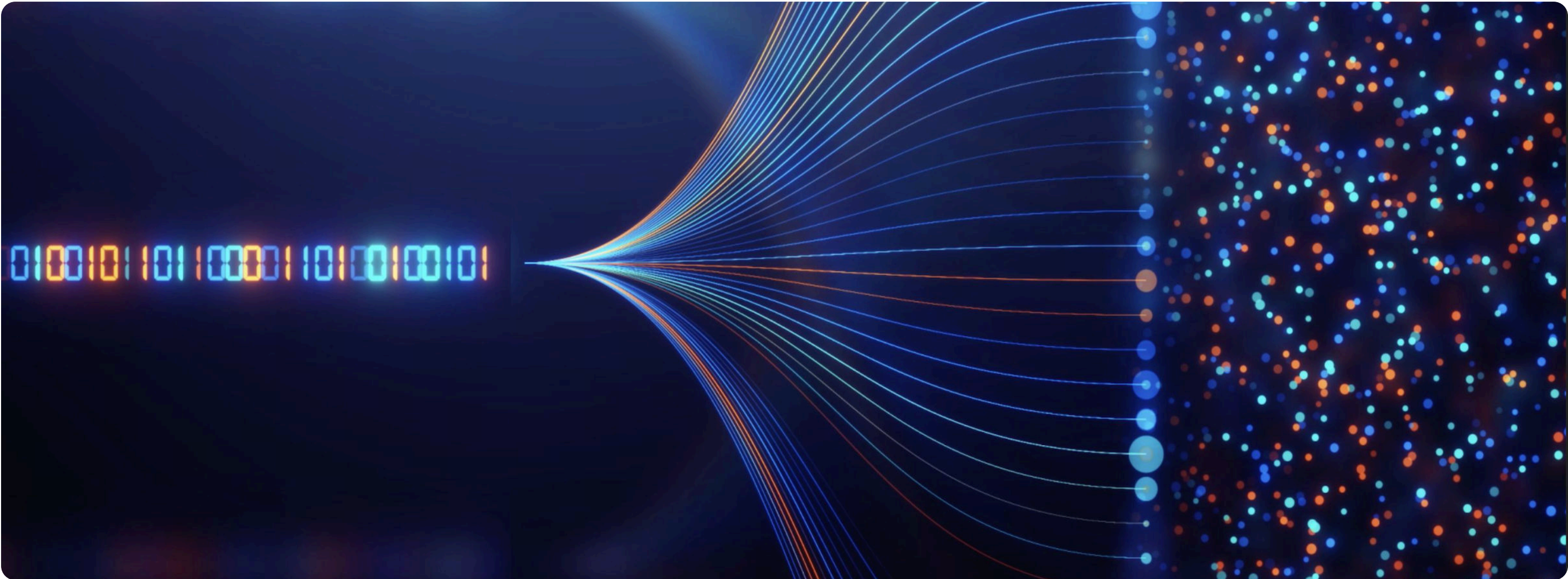
- Volume the team could not keep pace with**

More than 23,000 messages a month had to be read, understood and directed by hand — questions about routes, stops and departure times arriving alongside complaints, operational reports and notes of thanks.
- Answers that arrived after they mattered**

Handled manually, the process was exceedingly slow. On average, commuters waited around an hour for a reply — by which point information needed during a journey could be far less useful.
- One stream carrying two very different jobs**

The challenge was not only responding faster, but distinguishing a routine question from an operational report a field team needed to act on. Static FAQ pages could not keep pace with the variability of commuter queries, and human agents could not scale to thousands of concurrent sessions without delays.

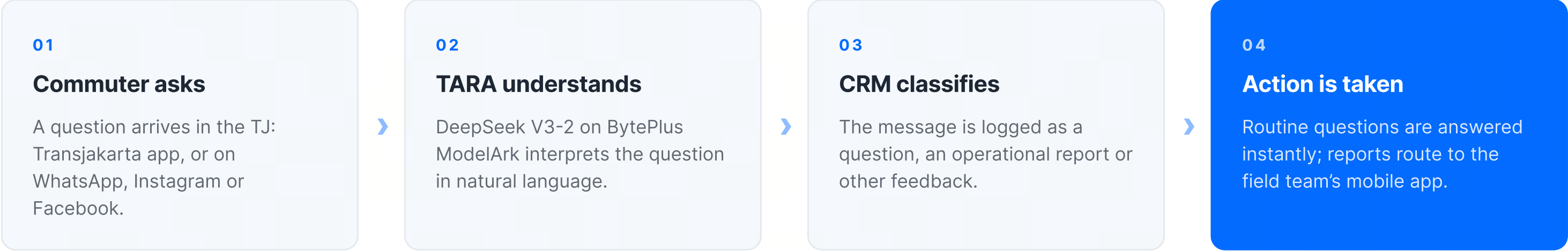
Transjakarta needed a way to hear, understand and act on every commuter message — without significantly expanding headcount.



TARA: from conversation to action

In September 2025, Transjakarta launched TARA (Transjakarta Assistant Representative Agent), a conversational AI assistant developed with BytePlus and integrated directly into the TJ: Transjakarta app. Powered by DeepSeek V3-2 and delivered through BytePlus ModelArk, TARA lets commuters ask questions naturally, without navigating menus or trawling through support pages.

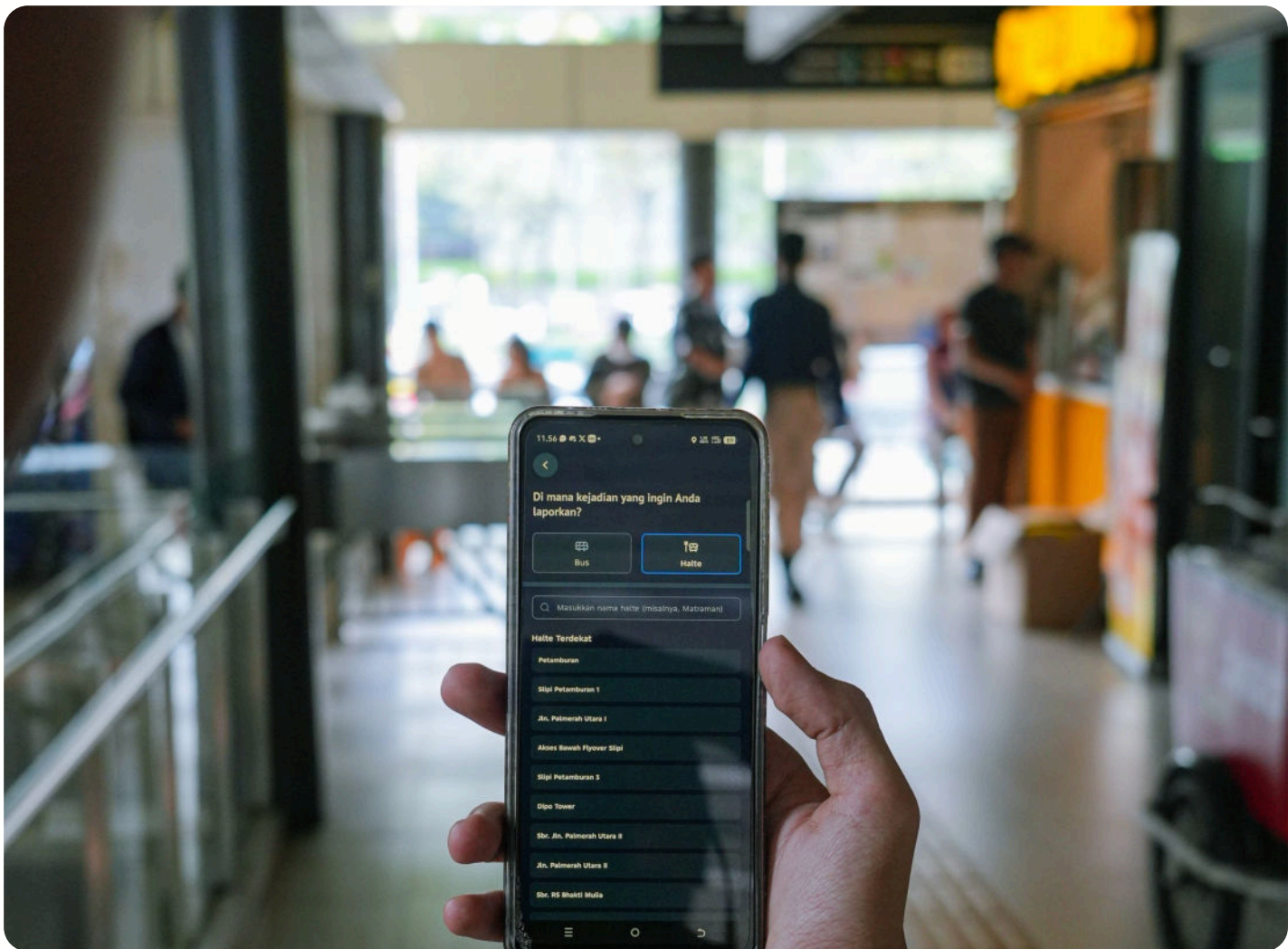
How a commuter message becomes action



Using TARA, passengers can ask about nearby stops, routes and transfers, schedules or service updates in their own words — and receive fast, contextual answers.

TARA does more than answer questions. Messages handled by the AI assistant feed into Transjakarta's existing CRM system, where they are classified as questions, operational reports or other feedback.

By turning an unstructured stream of commuter messages into information the right teams can act on, TARA significantly shortens the path from a customer raising an issue to action being taken on the ground.



“Our goal was to make sure every customer voice could be identified and directed to the right team, so that no one would be left behind. TARA helps us turn what our commuters are telling us into information we can act on quickly across our extensive network,” said Raditya Maulana Rusdi, Director of Information Technology Systems and Services, Transjakarta.

Tech expertise backed by local support

Building an AI assistant for a network of Transjakarta's scale requires more than access to a capable model. The organisation needed a platform that could be integrated without adding unnecessary complexity, and a technology partner that could provide timely support throughout the deployment.

Transjakarta selected BytePlus over larger enterprise AI providers for three reasons.

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Affordability
A cost structure that made conversational AI viable at the scale of a city-wide public transport network.

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Operational simplicity
BytePlus ModelArk was straightforward to implement, significantly reducing the burden on Transjakarta's internal engineering team.

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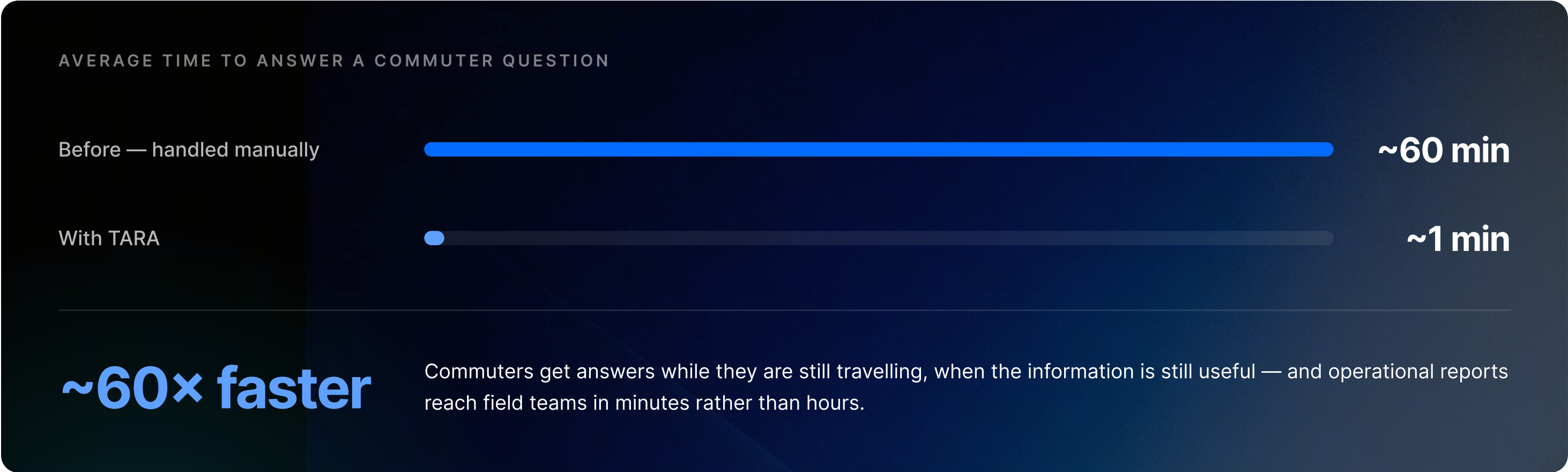
Dedicated local support
A local BytePlus team on hand to resolve technical issues quickly throughout deployment and beyond.

“For us, this was never simply about choosing an AI model. It was about building a strong conversational AI foundation with a long-term partner that could help Transjakarta listen and respond to millions of commuters as the city rapidly evolves. The BytePlus teams brought both the in-depth technology expertise and the local partnership we need to keep building on that vision,” Rusdi explained.



From an hour to within a minute

The clearest measure of TARA's impact is response time. A commuter question that previously took around an hour to answer can now be resolved in about a minute. For someone making decisions during a journey, that can be the difference between receiving useful information and receiving it too late.



FOR COMMUTERS

Answers when they matter

Fast, round-the-clock answers through the channels they already use, in their own words.

FOR AGENTS

Capacity for the hard cases

Less time on repetitive route and schedule questions, and more capacity for cases that require human judgement, escalation or operational expertise.

FOR FIELD TEAMS

A shorter path to action

Operational reports are identified and routed directly to the relevant team’s mobile app, shortening the time between an issue being raised and action on the ground.



“The impact is not only in the time saved. Commuters get answers when they need them, reports reach our field teams faster, and our agents can focus on the cases that genuinely require their attention,” Rusdi added.

The road ahead

TARA has given Transjakarta a foundation it can continue to build on. The team is already considering how the AI assistant's role could be extended, and what further BytePlus capabilities could support its next phase.

One early sign of progress is how naturally commuters are engaging with TARA. The conversations can feel remarkably human, allowing the AI assistant to fit intuitively into the daily rhythms of a city always on the move.



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We are only at the beginning. Our ambition is for every interaction with Transjakarta to make the network even more responsive, not only by giving commuters faster answers, but by turning what they tell us into better services. There is much more we want to build with the AI capabilities that partners like BytePlus can deliver.

Raditya Maulana Rusdi

Director of Information Technology Systems and Services, Transjakarta



Schedule a discovery call

Discover how BytePlus AI capabilities can accelerate your customer experience. Scan the QR code to speak with our solutions expert.

