



Challenge: How can One NZ use the magic of technology to create a safer and more connected Aotearoa?

Insight: When traffic is out of our control, the guilt of keeping someone waiting makes us feel like we need to explain ourselves.

Idea: What if One NZ sends a message on your behalf?

A woman with long brown hair is driving a car. She is looking at a smartphone mounted on the dashboard. The phone screen shows a map application. The car's interior, including the steering wheel and dashboard, is visible. The background is a blurred view of a road and other vehicles.

VERIFIED EXCUSE

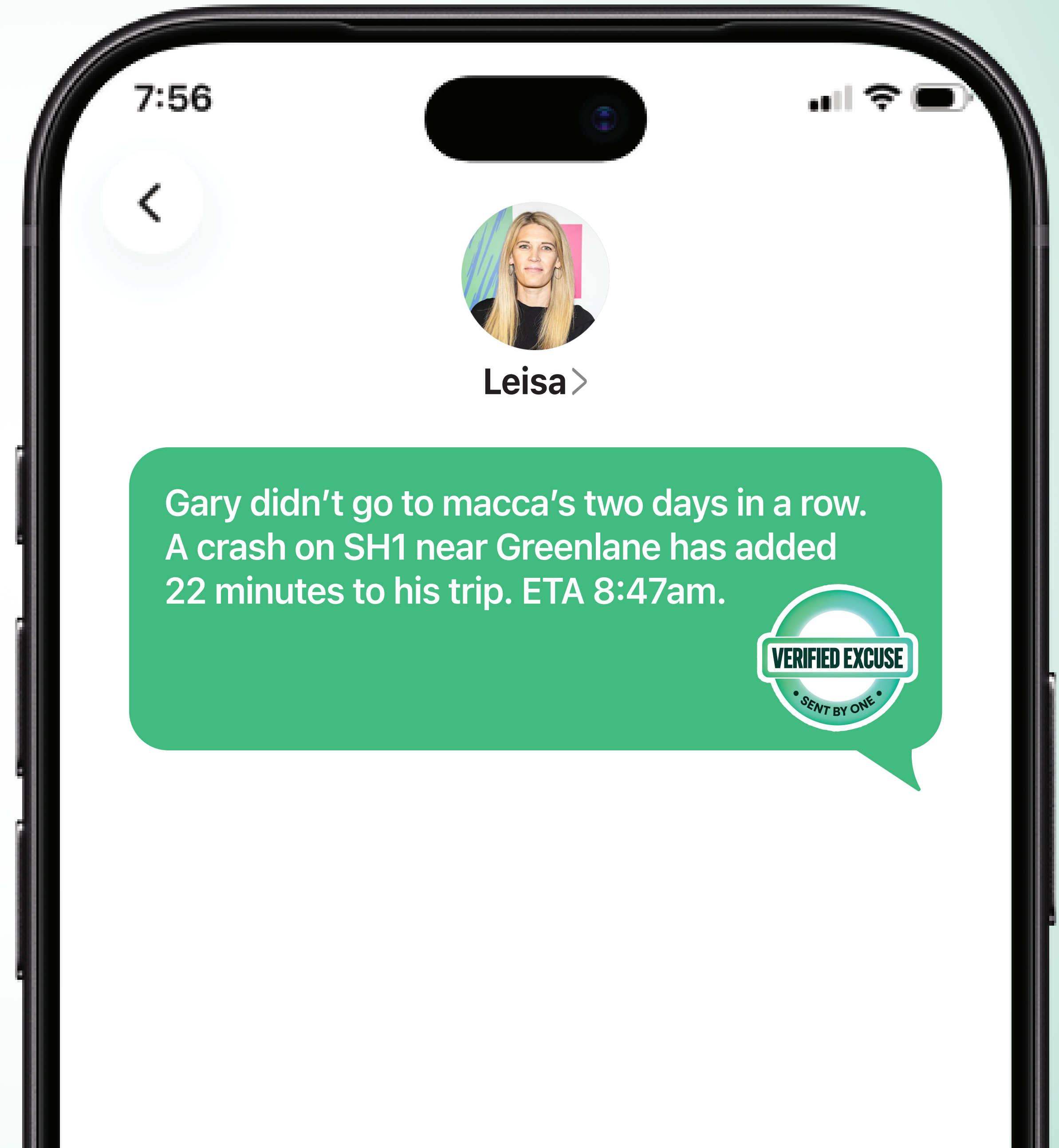
• SENT BY ONE •

When you're stuck in unexpected gridlock, being late is completely out of your control. But the guilt still makes you want to reach for your phone and explain yourself, hoping the person waiting doesn't roll their eyes at what sounds like another excuse.

But by using the One NZ satellite link and journey presets, a verified message can be sent by One NZ on your behalf. So you can concentrate fully on the road without stressing.

A plugin in the One NZ app, Verified Excuses lets you assign contacts to presets for work, uni or home. Linked to your calendar and Google maps, it continuously learns what is and isn't part of your usual routine, automatically switching between presets as your day unfolds.

Since it's trained on your day-to-day movements, when an accident, roadworks or weather holds you up, it knows where you're heading and who's waiting for you. It sends them a verified message with the reason for your delay and provides an updated ETA. All of which keeps you guilt-free & hands-free.



Rich didn't stop for another coffee this morning.
Heavy rain has closed the Harbour Bridge,
adding 11 minutes. ETA 7:41pm.



Saving you from the guilt trip.  one.nz

JCDecaux

