



# Nomad Digital

connected transport, intelligent solutions

## How Can the Digitalisation of Rail Services Shape the Passenger Journey Experience?

### The Role of Digitalisation in Rail – A Q&A with Monika Singh, Product Manager at Nomad Digital

Digitalisation is evolving so quickly across every industry, and transport is no exception. If we look back at cars 10 years ago, they were mostly mechanical with very little digital support.

Now, cars come with built-in GPS, entertainment systems and a lot of digital conveniences that passengers simply expect. Rail has traditionally moved more slowly, but I believe now is the right moment for operators to embrace digitalisation and truly enhance the passenger experience.

### Connectivity: The Foundation of Digital Rail Services

Connectivity is the foundation. Without **stable connectivity** real-time information won't work. Companies like Nomad Digital provide that infrastructure so operators can build on top of it, offering reliable journey updates, real-time information and **passenger digital services catalogues**.

For me personally, this is very important. When I first came to Germany and didn't know the language, I was always anxious about whether I'd get off at the right station. I'd constantly be peeking out the window to check. Even today, the first thing I look for when I enter a train is the **passenger information screen**. When it shows me the next stop, the final destination and confirms the train number, I feel so much more relaxed.

That confidence, that you're in the right place and will arrive where you intend to go, comes from digitalisation. And that has completely transformed the passenger experience in recent years.

#### Q: How can train operators attract more passengers to rail travel and offer a stress free, comfortable journey?

**MS:** Operators today face more competition than ever before – not just from other rail companies, but also from cars, buses and even planes. Travel options are becoming more affordable and accessible, so rail needs to actively compete by offering a superior experience.

That means catering to different types of passengers: daily commuters, business travellers, families and tourists. Each has different expectations.

Commuters and business travellers value reliability, punctuality and connectivity. If they can check their emails on board and arrive at the office already having done their first round of work, that's a huge time saver and incentive.

Families with children have very different needs. As a parent myself, I know how hard it can be to plan travel with children. But on trains, you already have toilets, café cars and space to move around. If on top of that, you provide **entertainment services** with cartoons, games or digital catalogues, then children stay engaged and parents can relax with a newspaper or a movie. That makes rail travel the easier choice compared to a long car ride.

## The Importance of Embracing Advanced Rail Technologies

Tourists often want clear, reliable information, especially if they don't speak the local language of where they are traveling. Digital journey updates can provide passengers with the confidence they need to travel stress-free.

By tailoring services to these passengers and using digitalisation smartly, operators can make rail the most attractive option for all passengers.

## Future Trends in Rail Passenger Experience

**Q: Why is it important for train operators to adapt with the latest technology and new advanced digital solutions?**

**MS:** The simple answer is: if they don't, they'll fall behind. Cars, planes and buses are all adopting new technology quickly and rail needs to keep pace.

But it's not only about competition, it's also about growth. Operators' business models will depend on getting more passengers on board, and that means creating better, more seamless journeys. Yes, this involves comfortable seating, good on-board facilities and cafés. But it also means accessibility.

For passengers with accessibility requirements, reliable digital information is crucial. Access to information such as whether a station has a lift, whether a platform is accessible and where exactly in the train their reserved seat is, can help passengers plan their journey and make it comfortable and enjoyable. This applies not

just during the journey, but before it as well. Imagine being able to check at home: "My train is delayed 45 minutes, so I don't need to rush to the station." That level of transparency and reliability can make rail travel comfortable and attractive for everyone.

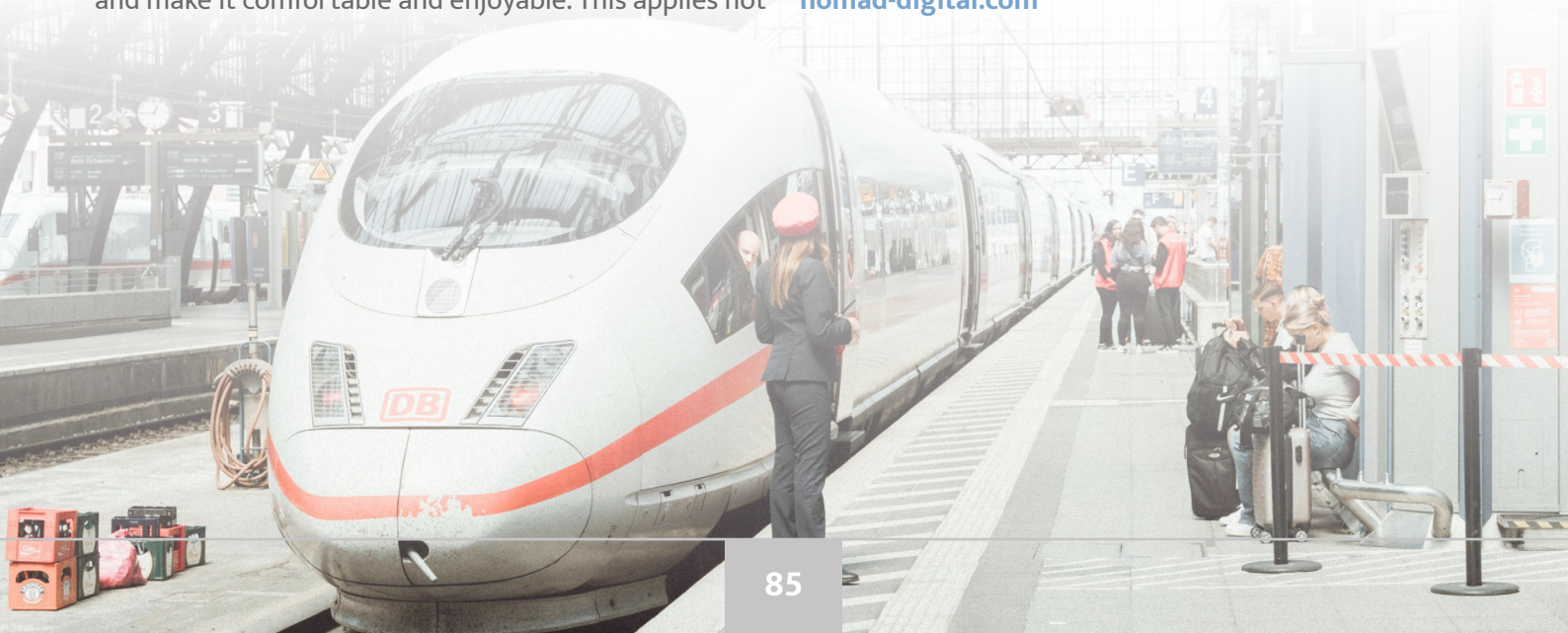
**Q: What does the future of passenger experiences look like when travelling by rail?**

**MS:** Right now, most digital services focus on the time passengers spend on the train. But in the near future, I see things evolving into true door-to-door digital travel experiences. Passengers will be able to plan their entire journey seamlessly, from home to their destination, with reliable real-time updates along the way.

Today, we still don't fully trust digital delay notifications, we'd rather go to the platform on time just in case. But as data becomes more accurate and reliable, people will feel comfortable adjusting their schedules confidently.

AI will play a key role in transforming the passenger experience. Picture intelligent digital assistants that provide real-time support, helping travellers locate available seats, managing the flow of people through the train, or guiding passengers with accessibility requirements directly to the right carriage, in line with the EU Web Accessibility Directive based on WCAG (Web Content Accessibility Guidelines) standards. These systems will make journeys smoother, more personalised, and far more comfortable. In short, the future of rail travel is about combining physical infrastructure with advanced digital solutions, giving every passenger confidence, comfort and convenience from start to finish.

[nomad-digital.com](http://nomad-digital.com)



# Digitalisation is transforming the rail passenger journey



Nomad Digital has been pioneering the use of high-performance train-to-ground connectivity, enabling train operators to transform journeys into truly engaging experiences since 2002.

Discover how Nomad Digital is shaping the future of passenger experience in rail, [experts@nomad-digital.com](mailto:experts@nomad-digital.com)

Nomad Digital, with over 20 years of experience, delivers secure connectivity and advanced digital solutions that transform the passenger journey.