

# CHILTERN RAILWAYS

TRANSPORT | ARRIVA UK TRAINS

## PROFILE

Chiltern Railways, part of the Arriva Group, is one of the UK's leading Train Operating Companies (TOCs) providing commuter and regional rail passenger services from Central London to destinations in Buckinghamshire, Oxfordshire, Warwickshire and the West Midlands. Chiltern Railways is proud to have been an early adopter of technology in enhancing the passenger experience, being one of the first TOCs to offer free WiFi on their trains in 2011.

## GOAL

As a pioneer for digital technology in the rail industry, Chiltern Railways recognised that seamless WiFi connectivity would be key for a superior passenger experience. Consequently, the company sought WiFi providers who could help them deliver an innovative, Continuously Connected Passenger Journey. Chiltern Railways required two WiFi networks who could complement one another and support data offloading, enabling continuous connectivity across the station. Furthermore, the solution would need to be robust enough to support a high volume of WiFi users during peak travel times and have content-filtering in place to provide a safe service for all users. The TOC also wanted a secure corporate network separate from the public network, and the capability to analyse customer data for better insight into their passengers. Consequently, Chiltern Railways chose WiFi SPARK to complete the project with Icomera, owing to WiFi SPARK's experience and technical ability to roll-out this first-of-its-kind solution.

*"It's great that finally someone has taken this approach and cracked this issue!!"*

– Quote from the UK Rail Industry Awards Judges. WiFi SPARK, Icomera and Chiltern Railways were shortlisted in the Design Innovation category.

WiFi SPARK, highly commended in Customer Service Excellence category at the Rail Business Awards.

## IMPLEMENTATION

WiFi SPARK completed a swift overhaul of 28 stations and three depots' WiFi provision, delivering high-quality WiFi connectivity using advanced Ruckus technology along with a fully-branded User Experience. Working with Icomera for the train connectivity, the data offloading and roaming capabilities support the frictionless transfer of WiFi between train and platform whilst maintaining a superior connection, and removing the need for passengers to use their own data. The innovative solution means passengers engage fully with the Chiltern Railways brand whilst only needing to sign in once throughout their whole journey. The WiFi SPARK technology is then capable of recognising a passenger's device for 365 days. In addition to the public network, WiFi SPARK installed one for corporate use so that staff could also benefit from a secure WiFi experience. Intelligent Transport Analytics allows Chiltern Railways to build a deeper understanding of their passenger profile and trends, through improved data collection and the Location Analytics feature.

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At Arriva Trains UK we are passionate about being at the forefront of digital rail innovation, and WiFi SPARK has been instrumental in helping us exceed passenger expectations for their WiFi experience at Chiltern Railways. The Continuously Connected Passenger Journey means our passengers can enjoy frictionless connectivity and the results truly speak for themselves. The solution has seen an increase in WiFi users and marketing sign-ups, reflecting passengers' positive engagement with the Chiltern Railways brand.

Sally Millet, Head of ICT at Arriva Trains UK.

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The reaction to the WiFi launch has been excellent, with a significant increase in positive social media activity and press coverage. Despite an incredibly tight schedule the project delivered by Chiltern Railways, WiFi SPARK and Icomera was on time and well within budget.

Ian Adams, Head of ICT for Chiltern Railways.

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## RESULTS

WiFi SPARK implemented a revolutionary solution which provides seamless digital connectivity for Chiltern Railways' passengers, wherever they might be in the station. The solution also marked the first TOC to offer Friendly WiFi for passengers, guaranteeing a filtered browsing experience. The success of the implementation is clear from the results. The customised User Experience increases passenger engagement with the Chiltern brand, meaning users can enjoy a tailored WiFi experience. The robust SPARK platform and Ruckus hardware provides a more reliable service for users, with a 99%+ availability. More than 300,000 people have used the new WiFi service since its introduction and the TOC's marketing team has seen 175,000 new validated contacts in their CRM.

The Transport Analytics enables Chiltern Railways to collect and analyse data for richer insight into customer behaviour. This is vital for identifying where to improve the passenger experience and delivering personalised marketing information to customers. In addition, the solution has seen great cost-saving benefits for the company. The train offloading means Chiltern Railways saves over £40,000 each year on their mobile data costs. Owing to the premium WiFi connectivity, Chiltern Railways is currently the only operator to improve satisfaction in WiFi quarter on quarter.