

CHILTERN RAILWAYS

TRANSPORT | ARRIVA UK TRAINS

PROFILE

Chiltern Railways are one of the leading train operating companies in the UK with routes from London out to the midlands and Oxford. They are a progressive train operating company who pride themselves in being early adopters of technology to improve their passengers' journeys; they were one of the first TOCs to offer free WiFi on their trains in 2011.

GOAL

Deliver an innovative public WiFi solution to enable passengers to have continuous connectivity and improve the passenger travel experience across the Chiltern Railways estate.

RESULT

- Complete overhaul of all stations' WiFi provision
- State of the art technology providing top quality connectivity
- Corporate and guest WiFi on separate networks
- Single Passenger WiFi sign on for on trains and stations - for a continuously connected journey
- Station offload: train connectivity is offloaded to station WiFi when in proximity of station which is cost efficient
- Robust data collection: email authentication to ensure quality data
- Numerous opportunities to tailor engagement with passengers

*"This really is **next generation WiFi**. Passengers want to be continuously connected to fast and **reliable WiFi** as they move through every step of their journey. This collaboration with WiFi SPARK and our other technology partners provides Chiltern Railways customers with a **seamless service** from the moment they arrive at the station and is part of our ongoing commitment to provide the very **best digital train experience** for our passengers."*

Kevin Ives, Digital Transformation Director of Arriva UK Trains

WiFi SPARK

WiFi SPARK is the leading specialist in public wireless solutions. The company is the owner and developer of the unique SPARK® platform which delivers the most flexible, feature rich and scalable solution for guest access WiFi on the market today.

GOAL

Chiltern Railways, train operating company owned by Arriva Trains UK, wanted to deliver a truly connected passenger journey. Having been one of the first train operating companies to introduce free train WiFi in 2011, they were keen to move away from the Carrier model and offer a tailored WiFi experience to enhance their passengers' journeys.

SOLUTION

The development team at WiFi SPARK collaborated with Chiltern Railways and Icomera, the WiFi provider for the trains, to create a totally new product to enable the passengers to enjoy continuous connectivity. (Patent Pending: UK Patent Application Number GB1619398.9) Passengers only have to sign on once to access free WiFi. The WiFi automatically switches from station to train, or train to station for the passengers without them needing to authenticate again.

In addition, as the train approaches the station, the train connectivity is temporarily offloaded onto the station WiFi, ensuring passengers have the best connection available thus reducing the 4G costs. Passengers do not experience a loss of connection.

WiFi SPARK completed an overhaul of 28 stations and 3 depots' WiFi provision and installed state of the art Ruckus technology to deliver premium digital connectivity. Separate networks were provided for the public and for Chiltern Railways' corporate and guest access, to ensure security.

“We knew that Chiltern Railways are innovators, they want to push to continually offer the *best passenger experience* and service that they can, which is why we challenged our WiFi SPARK team of in-house developers to design a product that would deliver both a technically advanced solution and a *world-class* passenger experience”

- Dean Moody, Chief Commercial Officer for WiFi SPARK.

Passengers authenticate their free WiFi via email, which ensures that the data collected is robust. Authentication allows passengers to access the free WiFi for 365 days and upon returning, passengers will be greeted with a personalised 'welcome back' message.

Passengers are then digitally connected continuously through every enabled journey with Chiltern Railways.

As a result, Chiltern Railways have access to robust customer data that is presented in easy to understand reports. All data collected is the property of Chiltern Railways, WiFi SPARK does not use or sell this data. WiFi SPARK and Chiltern Railways are now looking at opportunities to enrich their data to get deeper social demographic customer insights.

“WiFi SPARK worked diligently on our project and implemented a solution that was an industry first in the rail sector, enabling Chiltern Railways to maintain our title as innovators in our field. WiFi SPARK collaborated excellently with other suppliers throughout this complex project. They were proactive and professional, and we are delighted with the results. The reaction to the WiFi launch has been excellent, with a significant increase in positive social media activity and press coverage, and a real sense of achievement within the combined Chiltern, WiFi SPARK and iComera Team. My thanks to everyone at WiFi SPARK for their hard work!”

- Hans Stiles, Head of IT for Chiltern Railways