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WiFi SPARK

– Going Beyond Just WiFi

WiFi SPARK Head Offices, Exeter

Passengers are back in their hoards but are there innovative technological changes awaiting them?

Beginning with your WiFi, WiFi SPARK is here to elevate your offering in a way that streamlines information delivery, provides insightful analytics and makes the running of a station easier than ever before.

WiFi SPARK is a WiFi solutions company which focus on ensuring advanced connectivity as a base and tailoring a package that works to solve the specific pain points of a client whilst encouraging mutual innovation to deliver a cutting-edge WiFi experience for users.

Continuously Connected Passenger Journey

With passengers coming to expect internet connectivity whilst they are mobile, it is considered a fourth utility and is now somewhat of a requirement for any public space. With people living further from their work, looking towards working from home and commuting times

getting longer and less frequent, passengers are increasingly looking for more value and to use their time whilst travelling productively, to work or to stay in touch with family and friends.

Digital connectivity on rail has been historically difficult to achieve, passengers have been required to sign in multiple times to different systems when on the move, which can be time consuming for them and frustrating as they travel between trains and stations. WiFi SPARK has developed an innovative product, specifically for the passenger transportation industry, to enable train operating companies (TOC) to deliver continuous connectivity to their passengers, from station to train and back again.

Passengers can sign in once and they will be connected to the internet from the beginning of their journey to the end, without having to log in multiple times. It's free passenger WiFi, meaning they have the added bonus of not having to use their own data and incur costs.

With single sign-on WiFi, when a passenger has logged in once, the innovative technology will recognise their device and allow them back online automatically with a 'Welcome Back' message for the next 365 days.

Passenger Analytics for Rail

WiFi SPARK strives to ensure its customers are getting the most out of its WiFi and its buildable analytics solution does just that.

Data is collected and posted to the TOC's CRM to enable better passenger engagement and drive return on investment (ROI). The TOC has access to SPARK® Analytics

to log in and view graphs and reporting, detailing anonymous user data and network information, in line with GDPR. The TOCs can enrich the data and get further customer socio-demographic insight, to understand passengers' journey analytics, behaviours and trends.

SPARK® provides numerous opportunities to use the passenger analytics to develop tailored engagement with passengers to upsell tickets and generate revenue from advertising and sponsorship. The platform has an API which allows for integration with other freely available data sources, creating an ecosystem of data in one central resource.

Any data collected is property of the TOC, WiFi SPARK does not use or sell this data.

Passenger WiFi on Trains and in Stations

**Mobile Data Offload for Seamless Passenger WiFi**

As the train approaches the station, the on-board train WiFi connectivity

is offloaded on to the station WiFi. This ensures that passengers have the best connection available and so that train systems and infotainment can be updated. This has the opportunity to make cost savings for TOCs as it makes use of the more cost-effective station connectivity compared to cellular.

Case Study – Chiltern Railways

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. The company required two networks, one private corporate and one public, that would complement each other and support data offloading, enabling continuous connectivity across the station. As well as this, Chiltern wanted a solution that gave them the capability to analyse customer data to gain unrivalled insights.

Working with market-leading on-train WiFi provider Icomera, WiFi SPARK implemented a revolutionary solution that provided seamless digital connectivity for Chiltern
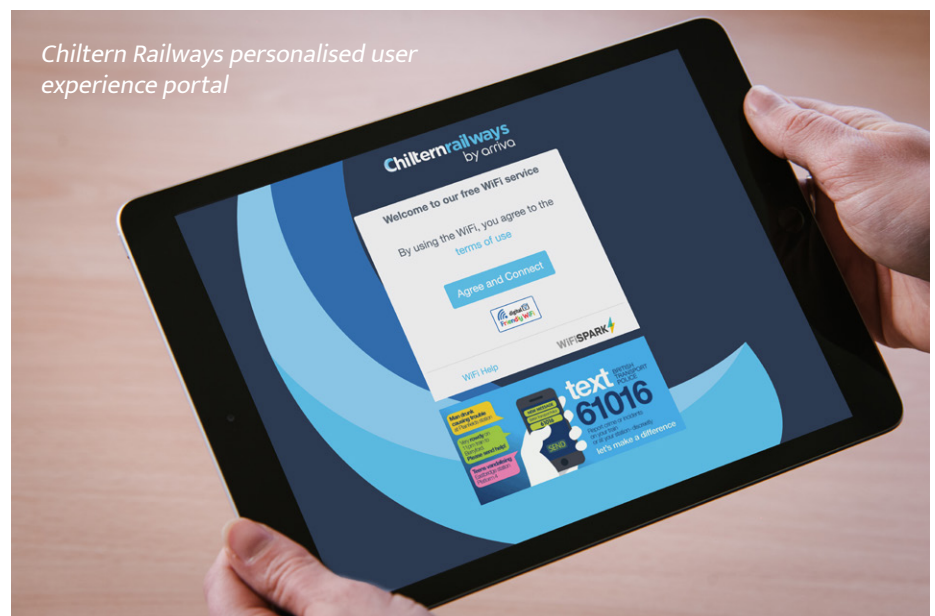
Chiltern Railways personalised user experience portal

Railways' passengers, wherever they might be, in the station or on the train. The solution also marked the first TOC to offer 'Friendly WiFi' for passengers, guaranteeing a filtered browsing experience.

The installation of a customised user experience (UX) increased the passenger engagement with the Chiltern brand, meaning customers can now enjoy a tailored WiFi experience. Transport analytics enabled Chiltern to collect and analyse data for richer insights into passenger behaviour. Information such as this is vital for identifying were to improve the passenger experience and delivering personalise marketing information to customers. In addition, the solution has seen great cost-saving benefits for the company. The data offloading

means that Chiltern Railways saves over £40,000 a year on their mobile data costs.

Exceptional Support 24/7

As with all WiFi SPARK managed solutions, a 24/7/365 UK-based Service Desk is provided. The purpose of the Service Desk is to provide support to users who are accessing, or trying to access the on-site WiFi service. Any question big or small, the WiFi SPARK Service Desk is on hand to help.

Safe, Secure and Compliant

WiFi SPARK has many accreditations, including ISO9001,

ISO27001, Cyber Essentials, SSIP Worksafe Contractor, CHAS, RISQS, Achilles, Supply Line and more. The company is legally compliant with the Data Protection Act, RIPA and all new GDPR legislation. WiFi SPARK deals with the authorities on behalf of its customers, giving complete protection and peace of mind.

WiFi SPARK works with companies to ensure any solution benefits you and your customers. A WiFi SPARK solution enables you to offer your audience more whilst generating a return on investment and keeping you at the height of digital innovation.

If you'd like to find out more about WiFi SPARK and how they can help you elevate your WiFi, scan the QR code below.

> "At Arriva Trains UK we are passionate about being at the forefront of digital rail innovation, and WiFi SPARK has been instrumental in helping is exceed passenger expectations for the 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 brand."
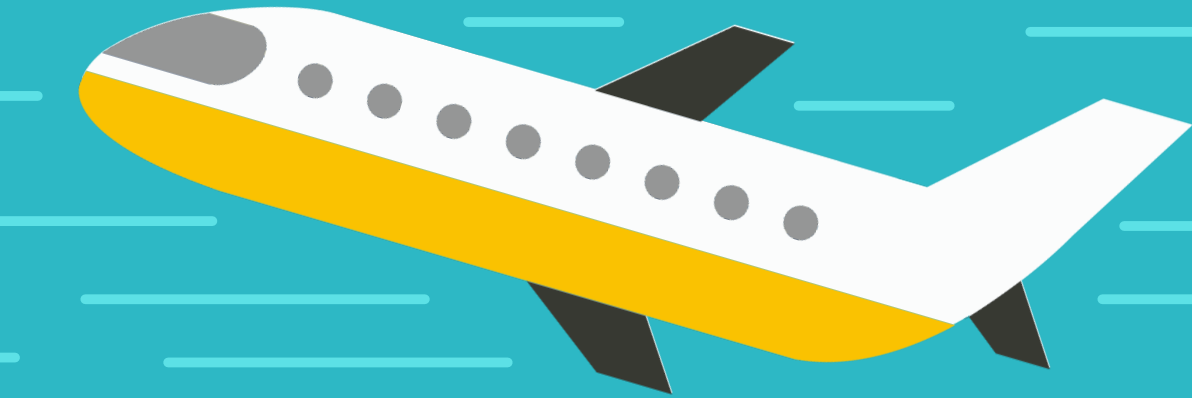>
> **– Sally Millet, Head of ICT at Arriva Trains**

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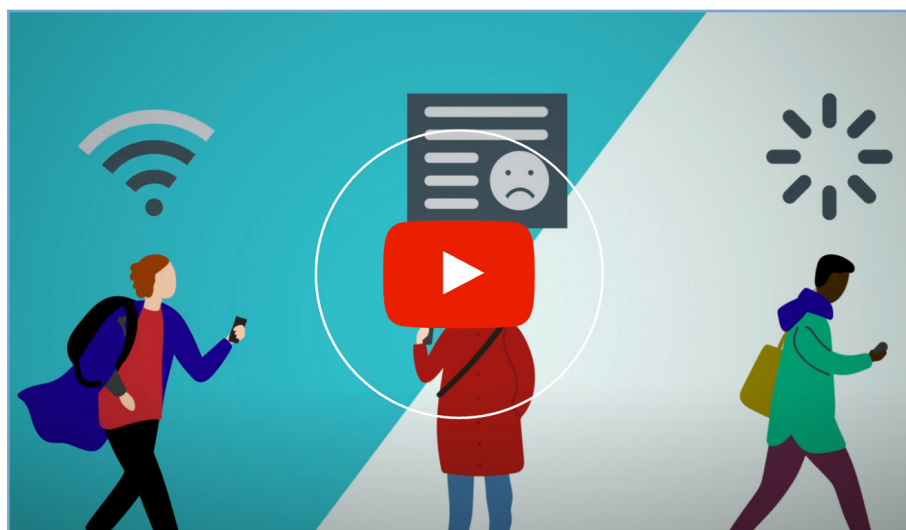
How can you level up your WiFi with WiFi SPARK?

Benefit from Passenger Analytics, 24/7/365 Support, Mobile Data Offload and a Continually Connected Passenger Journey. Scan the QR code below to learn more about WiFi SPARK's transport solution.

WiFiSPARK