

**Discussion:** Local public transport

**Subject:** Customer experience

**Proposed title:**

TRAVEL CUSTOMISATION

### **Brief context**

The Extended Customer Experience is one of the pillars of the 2017 – 2026 FS Italiane Business Plan. It is a new travel philosophy that FS Italiane intends to offer its customers by providing real-time solutions for trips both in Italy and abroad: a series of useful information and suggestions from the planning of a trip to its conclusion; an achievable goal thanks to big data and the advanced analysis tools associated with relevant digital platforms.

The Extended Customer Experience is capable of forming part of people's daily lives and is characterised by services such as travel companions, indoor mapping of stations, e-wallets, delay notifications, video chats and social seating.

### **Proposal**

Commuters, occasional travellers and tourists have very different transport and service needs, as well as having different amounts of time available. The project foresees the creation of an app that will allow customers to build a more satisfying travel proposal in line with the purpose of the journey, and which creates synergy between institutionalised tourist sites and public and private transport companies. Specifically, this tool should allow:

- the user, when registering, to enter a detailed description of their travel needs and their characteristics as a traveller (e.g., religious tourist, bicycle lover, commuter, cultural tourist);
- the user, while building the journey, to choose a variety of transport means, suggested on the basis of the characteristics of the traveller and the purpose of the trip (e.g. business travel, leisure, etc.);
- the user, when purchasing, to obtain a single ticket (and therefore make a single payment) despite the use of transport belonging to different companies and entities;

- the user, when travelling, to receive information on the route and any unforeseen circumstances (e.g., a train delays, or traffic on the bus line) and given them the possibility to modify the journey purchased.
- the user to accumulate points and potential discounts for choosing more sustainable travel solutions.

The new platform, which involves all of Trenitalia units, will be promoted in 2017 and is expected to be used by all travellers during the course of 2018, with a plurality of services that will be gradually implemented.