

Discussion: Mobility / Freight Services

Subject: Push to innovate freight traffic management

Proposed title:

INNOVATION PROJECTS FOUNDED ON FLEXIBILITY, TRACEABILITY AND ASSISTANCE / INFORMATION, PRE, DURING AND POST TRAVEL

Brief context

Customers of rail transport, including industrial customers, that entrust the transfer of raw materials, semi-finished and finished products; and shippers / MTOs (multimodal transport operators) that handle door-to-door transport of third-party goods, consider the phases linked to transport to be strategic elements for better competitive positioning within its supply chain and for the optimisation of its production / transport flows.

In this scenario, monitoring the progress of transport is becoming crucial, as is the immediate need for management of anomalies during transport.

Proposal

Mercitalia Rail, the company that handles freight transport and logistics within the FS Italiane Group, is committed to creating a new track & trace system that communicates the status of its transport (and of each car) to the customer in real time, both in the conditions of normal transport (according to the programme) and in cases of traffic disruption or inconvenience, using push techniques (i.e., not upon request but automatically sent via a smartphone app).

In addition, an assistance service will be operated by a team in the operations room (via call centre or email), which will become the sole point of contact for clients with regard to any problem that may occur during transport.