

AI tech provides futuristic customer service at Greater Anglia stations

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Following customer feedback over response times and connectivity, Greater Anglia is going high-tech to improve customer help points across a number of their stations.

Using AI technology, new help points will make sure customers can get the answers they need much quicker. Queries about train times and directions can be answered from the platforms with the simple press of a button – one push and IVY, the automatic AI customer assistant is on hand to help!

Neil Atkin, Greater Anglia's head of customer experience, said: "We're always listening to our customers and this innovative AI system has been developed based on their feedback.

"It will make our help points better for our customers, particularly at our unstaffed stations and when the connection may not be 100% clear or answered as quickly as customers always need.

"We're looking forward to unveiling the first one at Lea Bridge on 31 October and seeing how the technology evolves going forward to help customers even further."

IVY will supplement teams who answer the help points manually, tackling the simpler questions, freeing up operators to deal with more complex queries. The system automatically transfers customers to an operator if the questions is too complicated, or if they need further help, or of course if there is an emergency. There's also a dedicated emergency button to press should it be needed.

The new system can be updated as it evolves with additional features in the future such as giving more information such as the cost of tickets.

The first help point with the new technology will be unveiled at Lea Bridge station on Monday 31 October, with Greater Anglia managers present between 10.30am to 12.30pm to show how it works and ask customers what they think about it.

The IVY system is also being installed in help points at Acle, Beccles, Braintree Freeport, Bury St Edmunds, Cromer, Dovercourt, Enfield Lock, Harlow Mill, Hythe, Ponders End, Prittlewell, Sheringham and Waltham Cross stations in the coming months.