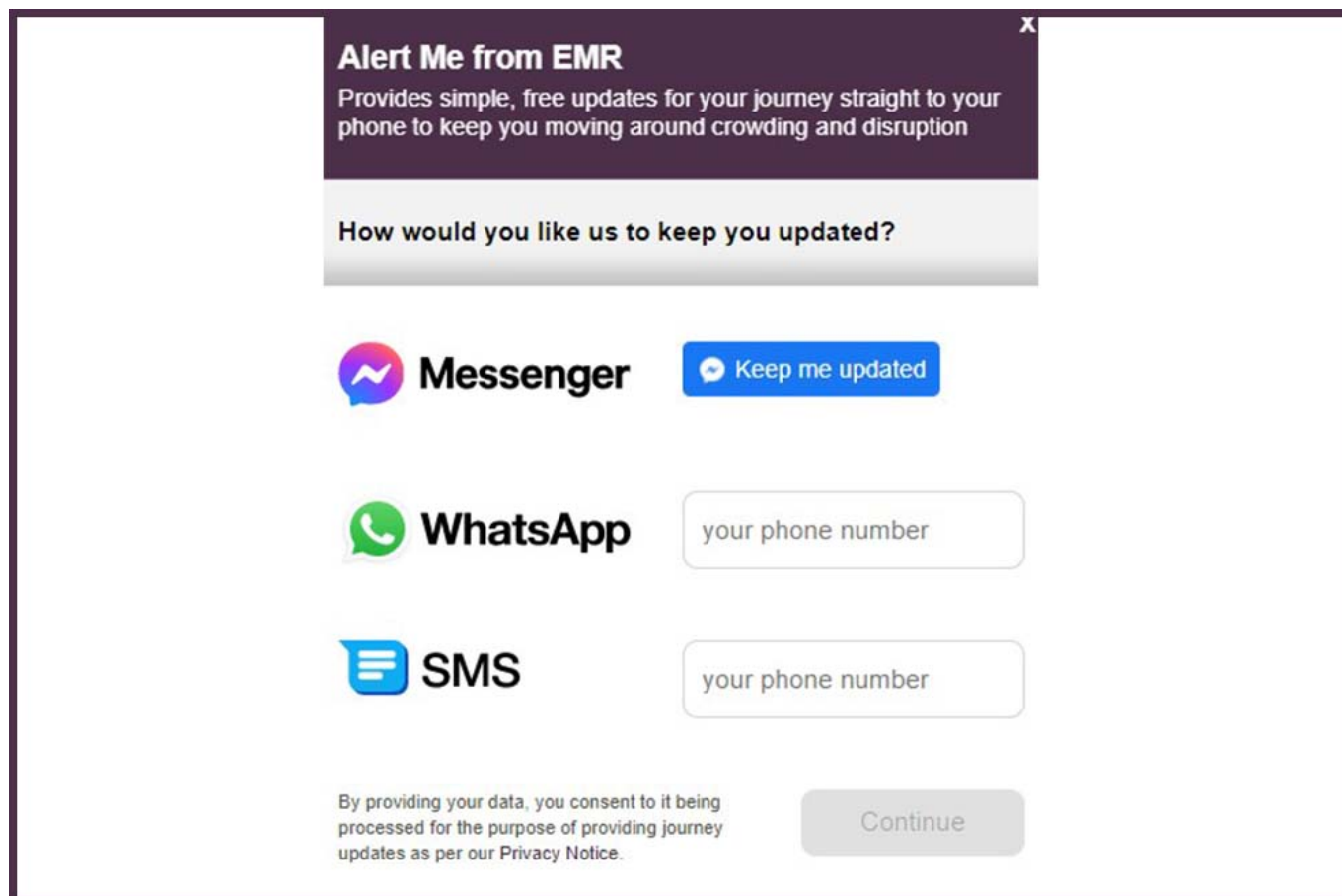


# EMR launches real-time text message alert service

May 11, 2022



The screenshot shows a web form titled "Alert Me from EMR" with a close button (X) in the top right corner. The subtitle reads: "Provides simple, free updates for your journey straight to your phone to keep you moving around crowding and disruption". Below this is a question: "How would you like us to keep you updated?". There are three options: "Messenger" with a blue button labeled "Keep me updated", "WhatsApp" with a text input field labeled "your phone number", and "SMS" with a text input field labeled "your phone number". At the bottom, a small text block states: "By providing your data, you consent to it being processed for the purpose of providing journey updates as per our Privacy Notice." and a grey "Continue" button is on the right.

East Midlands Railway (EMR) customers with low data allowance, no social media accounts or without access to a strong mobile signal, can now receive customised travel information after the company launched a new SMS text service.

The SMS service, which is designed to be inclusive, provides customers with personalised journey updates, including platform information, as well as delayed and cancellation notifications.

Customers can opt-in to the service by visiting the live journey information page on EMR's website and clicking 'Keep Me Updated', they will then be required to type in their mobile number.

The SMS alert function is part of **EMR Messenger** which was launched earlier this year. EMR Messenger also offers customers the option to receive detailed information via Facebook Messenger and WhatsApp channels.

The SMS alert was introduced by EMR to make sure it is offering a inclusive service to customers. Allowing customers who live in areas with a poor signal, who don't want to use social media, or have a low data

allowance, access to up-to-date information to their mobiles.

Many SMS messages do not count towards mobile data allowances and many basic mobiles without a data plan can send and receive SMS messages. If in doubt, customers are advised to check with their mobile phone contract provider.

**EMR Messenger** is powered by revolutionary AI and data prediction technology developed by Midlands-based company Zipabout who has pioneered the use of personalised information services for rail passengers across the UK.

The service will provide EMR with unprecedented insight into the way people use its network, enabling the planning of smarter journeys.

Neil Grabham, Director of Customer Services at East Midlands Railway, said: "We understand that some customers do not use, or want to use, social media channels to be kept up to date with service disruptions. Likewise, some customers can only afford to use a phone with a low data allowance.

"This is about delivering consistent information across a range of platforms, in ways customers tell us they want to receive their updates. Some customers clearly prefer not to use their phone data allowance for travel information. In that instance, SMS messaging presents an alternative and convenient way to be kept up to date with key personal journey information.

"The SMS service will provide the core functions needed by customers to receive the latest information when they take a journey with us and we hope they will find it useful."

Alex Froom, CEO at Zipabout, said: "SMS is reliable, user-friendly and a seamless way of communicating even in areas with poor signal. Offering SMS as another choice in how passengers receive personalised journey information shows the importance EMR places on the individual needs of their passengers.

"Despite the popularity of WhatsApp and Messenger, there are many passengers who choose not to use messaging apps for reasons including simplicity, privacy and accessibility and the launch of SMS updates ensures that they can still be kept in the loop about their journeys."