

# Fast-track delivery: transform train journeys as mobile phones double as pocket butlers

April 12, 2021



Friday  
4th December

Seat Number  
**21**  
Carriage: E

## Journey | Carlisle to Newcastle

| Departure | Station                                                                                                           | Facilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 18:12     |  <b>Stocksfield</b><br>On time |                                                                                            |
| 18:36     |  <b>Prudhoe</b><br>On time     |       |

Train passengers will be able to use their mobile phones as a ‘virtual butler’ in future to get drinks, sandwiches and snacks delivered direct to their seat.

In an effort to bring ‘first class’ service to everyday rail journeys, the new contact-free innovation allows customers to choose, order and pay for their items without having to move about the carriage or visit a dining car.

The service is the latest feature to be incorporated into the recently launched Real-Time Journey Dashboard, developed by [Whoosh](#). It has teamed up with fellow British tech firm [Ordamo](#), which specialises in at-seat ordering technology.

Edmund Caldecott, Whoosh founder and CEO, explained: “The pandemic has enabled us to speed up the introduction of solutions such as this to our platform. Our Real-Time Journey Dashboard is like having a personal concierge in your pocket when you take the train. It knows where you are on your journey, can help you plan onward travel, powers communication between you and the service operator and now even allows you to get a coffee delivered to your seat.

“We’re passionate about making rail travel better and this partnership is a natural fit as we continue our work to overcome passenger gripes and improve the journey experience. We are taking rail travel into the 21st century, where it belongs.”

To access the Real-Time Journey Dashboard rail passengers simply scan a QR Code at their seat when the board the train. They are then linked to a user-friendly interface that provides all they live information they need about their trip.

A number of UK rail operators are now trialling Real-Time Journey Dashboard, and the system is expected to become a common feature across the network in years to come.

Rupert Gutteridge, Ordamo CEO, added: “We’re excited to be working with Whoosh to bring our digital ordering technology on-board the UK’s rail network. Over the past 12 months we’ve all become much more used to using our phones to order everything from our meals and weekly shop to our next evening watch or another stack of lockdown reads.

“As we look toward our lives in the new normal, we’ll all be seeking technology that ensures COVID-safe ways to start travelling and engaging again. The Real-Time Journey Dashboard means that rail passengers can feel secure in all aspects of getting back on-board.”

For more information about Whoosh and the Real-Time Journey Dashboard, visit [whooshmedia.co.uk](https://whooshmedia.co.uk); and for more information on Ordamo, visit [ordamo.com/](https://ordamo.com/).

*Photo credit: Whoosh*