

Grand Central journeys go digital with launch of revolutionary on-board passenger web service

June 29, 2021



Long distance train operator Grand Central is leading the way in digital passenger services by launching an integrated digital portal for entertainment, journey updates and at-seat hospitality.

Journey Central will offer rail travellers a range of services in one integrated platform which they can access through smart phones, tablets or laptops, without the need for downloads or passwords.

Developed in conjunction with journey tech specialists Whoosh, the portal provides real-time journey information and enables passengers to have refreshments delivered to their seat – a system pioneered by contactless ordering developers Ordamo.

Grand Central's Commercial & Customer Policy Director, Louise Blyth said: "We're really excited about the launch of Journey Central because its technology is only just starting to appear for passengers and it's great that Grand Central is at the forefront.

“Passengers don’t have the hassle of downloading apps or creating passwords, they just scan a QR code at their seat and have instant access to the very latest journey information, entertainment and at-seat hospitality, all through their own device.”

Explaining some of the key functions of the system Edmund Caldecott, MD of Whoosh said: “From our roots in developing award-winning, at-seat entertainment, we recognised Grand Central’s desire to provide its passengers with continually-updated information.

“Working with Grand Central to deliver a digital platform that met the needs of its passengers, this dashboard is packed with service, station, catering, weather, entertainment and onward journey information for passengers to have all they need in one portal.”

Ordamo Chief Executive, Rupert Gutteridge added: “This is a fantastic opportunity for Ordamo to be working with Whoosh to deliver a solution that will revolutionise the customer journey and make rail travel even more desirable.

“Services such as this, comprising entertainment and ‘at-seat dining’ have been the domain of airlines until now.

“Journey Central means rail passengers will experience an enhanced level of service. This type of on-demand ease is the new normal: on-the-move customers can spend less time lingering, and more time living.”

The launch of the service marks a significant milestone in Grand Central’s recovery after months of hibernation during the worst of lockdown over the past year.

Louise Blyth added: “When our trains returned in March we knew we wanted the passenger experience to be even better and to continually improve. With the launch of this technology we’re actually changing the way Grand Central operates, in-line with what passengers told us they’d like from our services.

“Journey Central is something we intend to continually update and develop together with Whoosh and Ordamo, so watch this space everyone.”

[Click here for more details.](#)

Photo credit: Grand Central