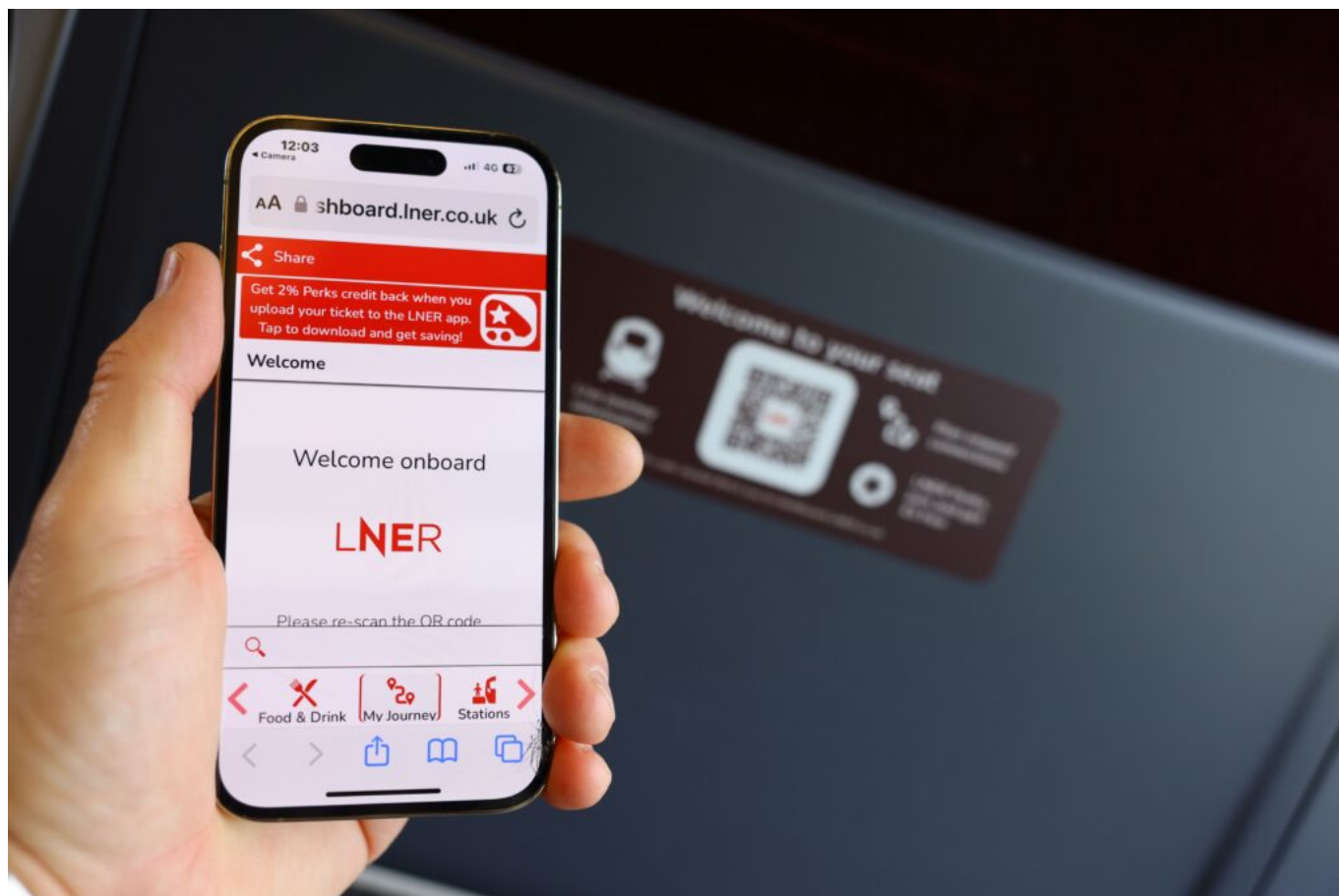


LNER launches new digital information platform

April 17, 2024



LNER has announced the launch of its new one-stop digital information service, which will enable customers to find the latest journey updates, destination inspiration, and more as they travel.

By simply scanning a QR code on the seat, customers will be able to self-serve and have access to a variety of information. This includes the latest on their journey and connecting services, the wider rail network, facilities at their destination station, and ideas on attractions and places they could visit when they get there. Customers in Standard will also be able to order food and drink to be delivered directly to their seat using the 'Let's Eat At Your Seat' service.

The new platform is being introduced across LNER's fleet of trains. It will also provide customers with information on LNER's loyalty programme LNER Perks, where they can receive £5 for signing up and earn credit for future journeys. There is also an option to share feedback on their journey experience. LNER has worked with Whoosh to develop the platform.

Danny Gonzalez, Chief Digital and Innovation Officer at LNER, said: "We know from our customers just how important it is for them to have the latest information about their journeys. At LNER, we believe the digital

experience plays a crucial role in helping people enjoy the best possible experience when they travel with us. This is just one way we are further enhancing that experience and we will be looking to add more features in the future.”

Edmund Caldecott, CEO of Whoosh, said: “We’re so proud to have our solution being introduced on LNER services, right at the forefront of the revolution in passenger information. It is a one-stop shop for all passenger needs during their journey.”