

ScotRail trials personalised announcements

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ScotRail is trialing new communications technology that uses Messenger to notify passengers of updates to their journeys with personalised direct messages, a first for Scotland's Railway.

Customers on ScotRail services will be able to receive personalised announcements through Facebook while on the move.

Customers can opt in to receive information for any ScotRail service, including regular journeys, through a 'Keep Me Updated' button on the ScotRail website, or directly through Messenger itself.

The messages are tailored to individual passengers and individual journey legs and cover any delays greater than 10 per cent of the total journey time.

The technology, designed by transport tech specialists Zipabout, is the among the first globally to use Messenger for ongoing personalised disruption messaging in a transport network and looks to remove the need for confusing mass disruption broadcasts.

Chatbots with Messenger integration are already widely adopted by transport operators as a means of enhancing customer service but require ongoing proactive input by the passenger.

ScotRail Commercial Director Lesley Kane said:

"We are committed to providing our customers with the best possible service, and we know how important it is that they are kept up-to-date with any changes to their journey.

"We already provide real-time information through our website, app and social media channels, and this new messaging service is a welcome addition, which I am sure our customers will benefit from."

Zipabout Head of Product Alex Froom said:

“We share ScotRail’s ambition to make every journey stress-free across a truly integrated transport network in Scotland, with the passenger firmly in control from the first to the last mile.

“This new personalised disruption messaging service will ensure that every passenger gets the right information at the right time and is a huge step towards delivering that seamless journey experience.”