

Transport Secretary chooses British tech start up Zipabout to help inform passengers and get Britain moving again

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Millions of rail passengers will soon be able to receive personalised updates to help keep them safely on the move, thanks to British tech start-up Zipabout.

From 1st June, rail users across the country will benefit from a bespoke information service that enables passengers to better plan journeys and avoid crowded trains.

Zipabout will work with Government on the rollout of *Passenger Connect*, a real-time information service that can advise if disruption and overcrowding will affect your journey. The new cutting-edge technology can also provide alternative travel options: helping people maintain social distancing and continue to make essential journeys.

Key aspects of the service have been successfully piloted by train companies and National Rail over the last 12 months but will now support millions more rail users with information being delivered on their channel of choice including Messenger, WhatsApp and SMS. Passengers will be able to immediately connect to a series of useful tools by simply searching for National Rail Enquiries on Messenger, scanning QR codes at their local stations or by following links on social media.

Speaking at the No 10 press conference, Secretary of State for Transport, Rt Hon. Grant Shapps MP, said: “Rail passengers across the country are set to benefit from a personalised information service to help them stagger their journeys.

“Passenger Connect from British tech start-up Zipabout will tell passengers how disruption and crowding may affect their journey, providing alternatives and helping people maintain social distancing as they make essential journeys.

“Key aspects of the service have been successfully piloted by train companies and National Rail over the last 12 months and now the service will be able to go one step further in supporting millions of rail users with personalised updates to keep them on the move.”

Zipabout Co-founder, Alex Froom, said: “We’re delighted to work with Government on the rollout of Passenger Connect, which will help Britain get moving again by keeping people safe while they make essential journeys. Our technology enables operators to talk directly to passengers about their individual journey – information which is now more important than ever as people emerge from lockdown and rely on real-time updates to use the railways safely.”

Founded in 2016, Zipabout works closely with transport industry to address everyday travel problems and improve the passenger experience through personalised, timely and relevant travel information. Their multi-source data platform also helps transport operators gain real-life insights into passenger behaviour and demand, enabling better informed planning and scheduling decisions.

As world leaders in personalised passenger communication, Zipabout’s patent pending technology has benefited from the support of Midlands Engine Investment Fund (MEIF), amongst key technology partners such as Kx and AWS (Amazon Web Services).

Photo credit: Zipabout