THE MAKING OF DIGITAL INTERCHANGES: THE EXAMPLE OF ZURICH MAIN STATION

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Swiss Federal Railways (SBB), Infrastructure & Real Estate, Station Management
Session «New services for customers: practice cases»
1. THE FUNCTION OF RAILWAY STATIONS

THE MAKING OF DIGITAL INTERCHANGES: THE EXAMPLE OF ZURICH MAIN STATION
2. THE ERA OF DIGITALISATION

- **Definition** of digitalisation?


  - Focus on 4 areas:
    - customer and stakeholders’ interaction;
    - new products & business models;
    - production (and process) efficiency;
    - network capacity management.
  - Development of first digital measures (Swiss Pass, drone technology, etc) → next step: **railway stations**.
3. ZURICH MAIN STATION  |  Fact & Figures

- Population Zürich (Region): 1,4 millions.
- Large underground shopping centre (> 200 shops).
- Main hall (space for public events, activities, etc.).
- Platforms: 13 (2 levels).
- Traffic: 450’000 passengers/day; 3’000 trains/day.
- Digital measures today:
  - 1 of 80 stations with free WiFi (provided by SBB);
  - “My station” app with indoor navigation & chatbot;
  - 1’200 iBeacons to provide Location based Services;
  - Indoor Street View.

→ Zürich HB has been chosen as the **prototype** of the **digital (main) railway station** in Switzerland.
3. ZURICH MAIN STATION | Fotos

THE MAKING OF DIGITAL INTERCHANGES: THE EXAMPLE OF ZURICH MAIN STATION
4. A SPECIAL PROJECT | Background & Objectives

- **THE CHALLENGE** – April 2017
  
  «we transform Zurich main station in the most digital and user-friendly transport hub of the world until 1.4.2019»

- **THE PROJECT «My Smart Station Zürich» (MSSZH)** – April 2017 ... April 2019
4. A SPECIAL PROJECT | Organisation & Stakeholders

- **PROJECT LEADERSHIP**
  - SBB Real Estate – Management (SBB Immobilien – Bewirtschaftung)

- **STAKEHOLDERS**
  - SBB internal partners (SBB Infrastruktur, SBB Personenverkehr, etc.).
  - Selected external partners from business and industry (IT-developers, suppliers, vendors, tenants, associations, etc.).
4. A SPECIAL PROJECT | Quick-wins 2017

**Interaktion & Information**
- Google Inshop View
- Öffentliche Displays
- Digitale Bahnhofspläne

**Neue Services**
- Gastrp Concierge & Display
- Speedy Shop 2.0
- Smart Trolley/Transit Buddy

**Effizienz & Sicherheit**
- Location Analytics
- Customer Insights
- Asset Tracking

**Kundenerlebnis**
- Kidsk Roboter
- «Verspätungskaffee»
- Mode nach Mass

Work is ongoing. First results will be available in September/October 2017.
4. A SPECIAL PROJECT | Next steps

- **Step 1**
  IMPLEMENTATION OF DIGITAL QUICK-WINS
  – September/October 2017

- **Step 2**
  IMPLEMENTATION OF DIGITAL MEASURES & INITIATIVES – starting in 2018

- On going...
  QUANTITATIVE & QUALITATIVE ASSESSMENT & BENCHMARKING WITH TOP 10 DIGITAL HUBS OF THE WORLD

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<tr>
<th>Bahnhöfe</th>
<th>Flughafen</th>
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<td>Berlin Hauptbahnhof, Deutschland</td>
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5. CONCLUSIONS

- Digitisation is «next station»!
- Smart ideas can be smart (agile) implemented: *act instead of talk!*
THANK YOU
GRACIAS

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