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Session 8, New services for customers: practical cases

“ONCF TRAFIC” MOBILE APP
An innovative service to enhance customers experience
“ONCF TRAFIC” MOBILE APP
An innovative service to enhance customers experience

- ONCF AT A GLANCE
- ONCF TRAFFIC MOBILE APP
Key figures

- **Passengers:** 40 million
- **Freight:** 28 million tons
- **Revenue:** $400 million
- **Personnel:** 7,535
- **Turnover:** 4%
- **Training budget ratio:** 6%
- **Rail network length:** 2,110 Km (35% coverage ratio)

ONCF TRAFFIC MOBILE APP, an innovative service to enhance customers experience
Development Plan

- Enhanced Network
- Conventional Network
- High Speed Network

1200 km
$13.5 bn

3800 km
$20 bn

1500 km
$2.5 bn

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## High Speed Line Project – 1st stage

### Key Figures

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double track length</td>
<td>200 km</td>
</tr>
<tr>
<td>Operating speed</td>
<td>320 km/h</td>
</tr>
<tr>
<td>Main operation bases</td>
<td>2</td>
</tr>
<tr>
<td>Maintenance facility</td>
<td>1</td>
</tr>
<tr>
<td>Stations</td>
<td>4</td>
</tr>
<tr>
<td>High speed trainsets</td>
<td>12</td>
</tr>
</tbody>
</table>

### Time saving

<table>
<thead>
<tr>
<th>Route</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangier - Kenitra</td>
<td>3:15</td>
<td>0:47</td>
</tr>
<tr>
<td>Tangier - Rabat</td>
<td>3:45</td>
<td>1:20</td>
</tr>
<tr>
<td>Tangier - Casablanca</td>
<td>4:45</td>
<td>2:10</td>
</tr>
</tbody>
</table>

ONCF TRAFFIC MOBILE APP, an innovative service to enhance customers experience.
High Speed stations

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“ONCF TRAFIC” MOBILE APP – A real answer to passengers concern

Getting reliable and real-time information to prepare the trip

- Nearest station? Distance? Itinerary?
- Next departures?
- Direct or connecting trip? Travel times?
- Online ticket purchase?
“ONCF TRAFIC” MOBILE APP – Features

1. **Geolocation**, based on Google Maps, of the nearest station to the customer.

2. **Itinerary** from the customer's position to the nearest station.

3. **Real time information**: traffic, next train departures and eventual delays at the nearest station.

4. **Trip details**: served stations, connecting stations, distance and time of the trip, track number and position of the first class coach in the train.

5. **Online** Ticket Purchase.

6. **Direct Link** to CRC for more information or questions
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Geolocation and itinerary to the nearest station.

Next departures.
Real time traffic status.
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THANK YOU
GRACIAS

UNDER THE HIGH PATRONAGE OF

ORGANISERS