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PRM ON THE GO IN ITALIAN STATIONS
Mauro Borsellino
Service to Clients, Rete Ferroviaria Italiana, Italy
Session 3b - Accessibility in the Information Age
RETE FERROVIARIA ITALIANA

- The Company belonging to Ferrovie dello Stato Italiane Group that deals with railway infrastructure and stations
- Specifically responsible for assistance to PRM in stations
- >300,000 services in 2016
- The service performs very high levels of customer satisfaction
CUSTOMER SATISFACTION INDEX – RATINGS ON 1 to 9 SCALE – JAN/JUN 2017

OVERALL QUALITY OF THE STATIONS

- COMPLETELY SATISFIED (8-9): 63.2%
- SATISFIED (6-9): 96.7%

PRM ASSISTANCE SERVICE

- COMPLETELY SATISFIED (8-9): 95.9%
- SATISFIED (6-9): 98.7%
CUSTOMER SATISFACTION INDEX – RATINGS ON 1 to 9 SCALE – JAN/JUN 2017

OVERALL QUALITY OF THE STATIONS

- 63.2% Completely satisfied (8-9)
- 96.7% Satisfied (6-9)
- Average score: 9.0

PRM ASSISTANCE SERVICE

- 95.9% Completely satisfied (8-9)
- 98.7% Satisfied (6-9)
- Average score: 8.7

AVERAGE SCORE

- 9.0
- 8.6
- 8.2
- 7.8
- 7.4
- 7.0
- 6.6
- 6.2
CONTINUOUS IMPROVEMENT

- Several projects
  - Direct service request from the web site
  - Agreement with Rome Fiumicino airport
  - Integration of the real-time information system into the PRM assistance system
  - New app for mobile devices exclusively devoted to PRMs
OBJECTIVE AND FEATURES

- An user-friendly app, able to make use of the native tools of the devices (such as talk back, voiceover, facilitated access, etc.), suitable for any kind of impaired person
- Developed according to “W3C/WAI Guidelines for mobile app”
- Italian and English language

For hearing impaired passengers: standard navigation with activation of vibrating “tactile” feedbacks and notifying led

For visually impaired passengers: voice navigation and "High Contrast Mode" interface

For mobility impaired passengers: “Easy way” navigation that displays only step-free routes

For pregnant women and elderly persons: “Easy way” navigation that displays only step-free routes and "High Contrast Mode" on request
FUNCTIONALITY

- Support at different stages of the journey

Before the journey
- Map of the station and POI
- Push notification of confirmed assistance service/Request for planned assistance service
- Push notification of information on selected train (platform, possible delay, …)
- Integration with third party services (i.e. taxi)

In the station
- Direct access from app to “wifi station” (free wifi service)
- Possibility to consult station map and to localize own position within the station
- Indoor navigation «turn by turn» with audio and text help (obstacle-free route)
- Notification of background information via «proximity notification»
- Chat communication with “Sala Blu” (assistance hub) and SOS button
- Position sharing with “Sala Blu” staff
- Alert moving train

Phase 1
Phase 2

During and after the journey
- Customized push notifications
- Feedback collection
MILESTONES

- 1st phase completed by December 2017 and beta version released for testing with PRM associations
- 2nd phase design and logic architecture completed by June 2018
THANK YOU
GRACIAS

m.borsellino@rfi.it +39 06 44106262 – http://www.rfi.it/rfi-en/For-persons-with-disability