

## SMART STATIONS IN SMART CITIES

6<sup>th</sup> International Conference on Railway Stations

Madrid, 19-21 OCTOBER 2017

#### TRANSFORM THE CUSTOMER'S EXPERIENCE IN A TRAIN STATIONWITH AN OMNICANAL FOOD & BEVERAGE OFFER

Lionel Vazzoler GM of Areas Airports and Railway Stations France and Northern Europe



UNDER THE HIGH PATRONAGE OF





ORGANISERS





## AREAS' OFFERING FOR PARIS GARE DU NORD

Transforming railway stations into innovative hubs and enhancing the experience of travelers and visitors.









# A UNIQUE CATERING AND SERVICES OFFER FOCUSED ON:

- The every-day needs of travelers and visitors in the station,
- A wide range of reputed brands and concepts created by well-known local and international personalities in the world of gastronomy,
- The integration of digital systems designed to meet passenger needs and offering efficient services.







## A WIDE RANGE OF REPUTED BRANDS AND CREATED CONCEPTS









#### **INTERNATIONAL BRANDS**







#### LOCAL AND REGIONAL BRANDS







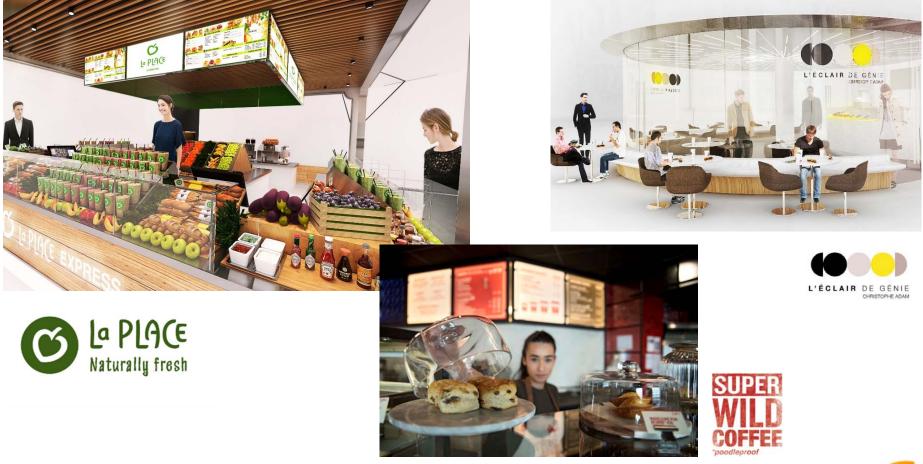








### **CULINARY INNOVATION**









# MEETING PASSENGERS NEEDS WITH DIGITAL TRANSFORMATION

- Development of a smart application with a wide range of innovative services: Wiiish
- Unlimited "marketplace" access to a selection of concepts enabling travelers to place orders and have them delivered to the station.









# MEETING PASSENGERS NEEDS WITH DIGITAL TRANSFORMATION

Wiiish : so that travelers can make they time for efficient in just a few clicks:

Real-time directory app,

Click & collect with fast track line,

Click & delivery,

Communication, customer's feedback.







# CONCLUSION

Areas transforms the customer's experience through an omnicanal food and beverage offer by:

- Meeting SNCF's challenge to transform railway stations into modern and innovative hubs,
- Enhancing the experience of travelers and visitors with an efficient "marketplace" app.







UNDER THE HIGH PATRONAGE OF





ORGANISERS