SMART STATIONS IN SMART CITIES
6th International Conference on Railway Stations

Madrid, 19-21 OCTOBER 2017

TRANSFORM THE CUSTOMER’S EXPERIENCE IN A TRAIN STATION WITH AN OMNICANAL FOOD & BEVERAGE OFFER

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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

TRANSFORM THE CUSTOMER’S EXPERIENCE IN A TRAIN STATION WITH AN OMNICANAL FOOD & BEVERAGE OFFER
INTERNATIONAL BRANDS

TRANSFORM THE CUSTOMER’S EXPERIENCE IN A TRAIN STATION WITH AN OMNICHANNEL FOOD & BEVERAGE OFFER
LOCAL AND REGIONAL BRANDS

TRANSFORM THE CUSTOMER’S EXPERIENCE IN A TRAIN STATION WITH AN OMNICANAL FOOD & BEVERAGE OFFER
CULINARY INNOVATION

TRANSFORM THE CUSTOMER’S EXPERIENCE IN A TRAIN STATION WITH AN OMNICALAN FOOD & BEVERAGE OFFER
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.

Choose, order and savor!
MEETING PASSENGERS NEEDS WITH DIGITAL TRANSFORMATION

- Wiish: so that travelers can make their time for efficient in just a few clicks:
  - Real-time directory app,
  - Click & collect with fast track line,
  - Click & delivery,
  - Communication, customer’s feedback.

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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.
THANK YOU
GRACIAS