



# How Deutsche Bahn improved real-time traffic information and increased passenger satisfaction



## CONTEXT

S-Bahn München is the regional train subsidiary of Deutsche Bahn in Bavaria (Germany). More than 840,000 people use its lines every day. Passengers often complained of missing **real time information about disruptions**.

Deutsche Bahn and the regional transportation authority Münchner Verkehrs- und Tarifverbund wanted to increase passenger satisfaction by providing them an exhaustive and precise real time information.

## SOLUTION

Nextérité implemented a solution combining a web app and the NextAlert A.I. engine. This engine analyses, filters and merges in real time data and messages from 3 different sources: internal messages from the operator, social networks and messages sent by passengers from the app.

The solution displays in real time disruptions line by line. It is integrated into the operator's and authority apps: München Navigator and the MVV-app.

Timeline to deliver: 8 weeks | Language: German | Integrated in existing apps

## BENEFITS



More information than operator



Find NextAlert information useful



Want to share info with other passengers\*

\*: responses to a survey by 522 app users - Feb-Jun 2021

**"I am impressed. I didn't expect such good results, and such high user satisfaction"**

Heiko Bütner, CEO of S-Bahn München



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## PASSENGERS COMMENTS (excerpts\*)

- Practical
- Very good
- Interesting.
- cool feature!
- Super
- This is a good way to get up-to-date information on delays and train cancellations.
- I am happy about the new function!
- Great function!
- I think they are very good
- Great idea
- Good idea
- Useful function
- Good idea maybe for subway, tram and bus in the future
- Great information.
- Great feature.
- If the S-Bahn is delayed, will this be displayed directly in the timetable information?
- I think it's a very good idea
- I find it good
- I think it's a good idea. Does this also work with the push notifications on the mobile phone that the message is received as a push?
- Very helpful !!
- Great feature
- I like it very much 🍷 but about time.
- I think it's extremely good because finally people will get instant messages and not after 5 or 10 minutes.
- Super
- Please place error messages more prominently in the app. They should stand out!
- That's cool
- Great thing! Fast information, super provided. E.g. the information that the SEV is being worked on doesn't make you wait so desperately ;-)
- Quite well
- A very good quality, I like it very much 🍷
- I find it very useful, because you can now convey information about S-Bahn traffic even faster, as if it was first changed directly by the train and this information comes first-hand from S-Bahn passengers.
- Good idea with potential
- I like it
- Cool thing
- Would be great if there is the feature, if you get notification when someone has added or written something.
- ...

\*: responses to a survey by 422 app users - Feb-March 2021