



How NextAlert improves passenger information in the Paris Region



CONTEXT

The Paris Region is densely populated, gathering 20% of the French population (around 12 M people) on only 2% of the metropolitan French territory. There are around 10 million trips with public transport on a working day. Journeys are long (53 minutes in average), with multiple commutings. Due to this intense traffic, punctuality may be impacted and 10% of passengers experience delays of more than 5 minutes on average. They are therefore very demanding of precise and real-time information, in order to be able to choose alternative solutions in the event of disruption.

SOLUTION

The mobility authority for Paris Region, Ile-de-France Mobilités contacted Nextérité to gather and merge information from official sources and social media, in order to improve passenger information. Nextérité implemented its semantic engine NextAlert, collecting messages from Twitter in real time and selecting relevant alerts. Feeds are provided by lines, integrated into the french railways SNCF app and published on Twitter.

BENEFITS



more information than official sources



alerts per day on average



impressions per month on Twitter

Regional, national and international media using information from NextAlert for Paris Region

