

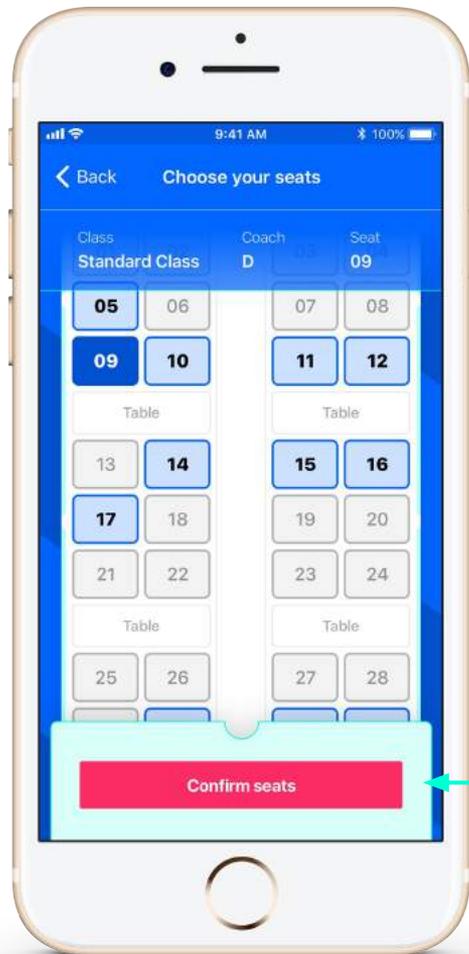
Innovation for rail



Visual seat selector

Select your seat using an airline style selector feature, shows which seats are busy and which are still available



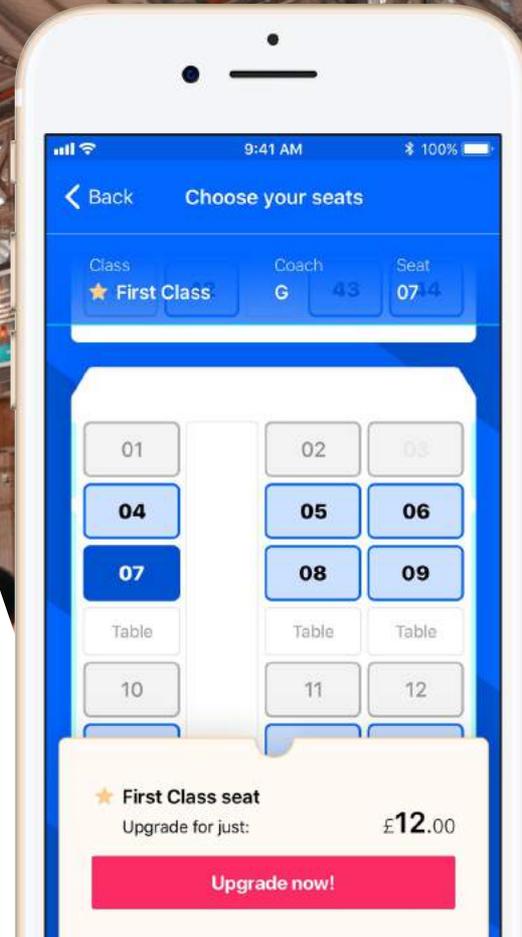


Scroll through coaches

Choose your desired coach and seat from the whole train!

Upsell first class tickets

Choose a first class seat and add on an upgraded seat price to your ticket



Conversation commerce



Alexa, what times do trains depart from London to Newcastle next Friday after 6pm?

Trains departing from London to Newcastle after 6pm on Friday the **26th** of May will leave at **18:15, 18:47, 19:12.**

Would you like to book tickets for any of these services?

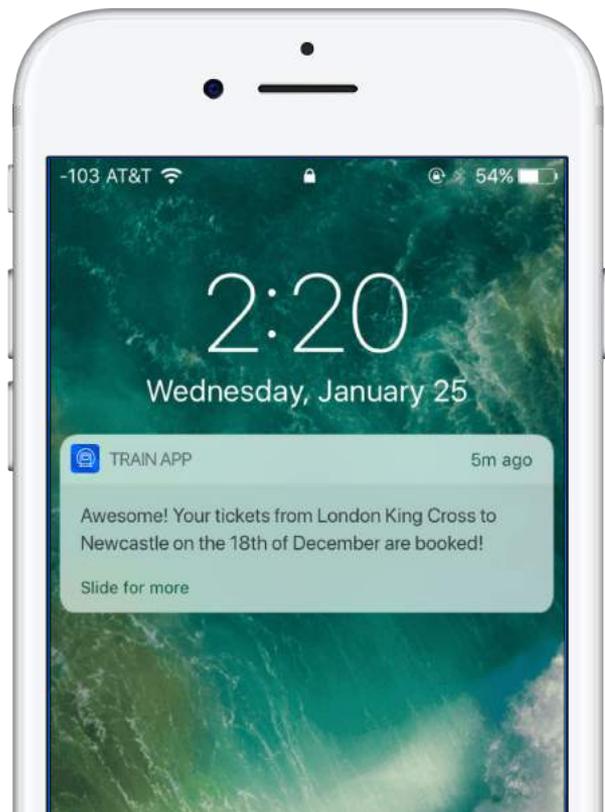
Yes book me and Grace on the 18:47 train!

Great that's all booked check your app to view your mobile tickets. Shall I add this trip into your calendars?

Perfect! Thanks!

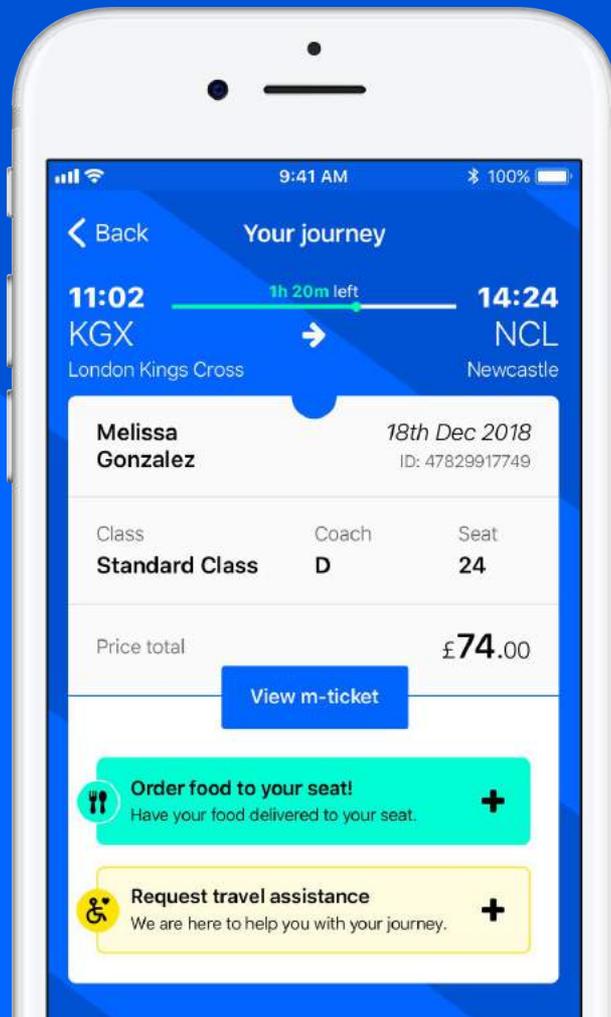
Fast confirmation!

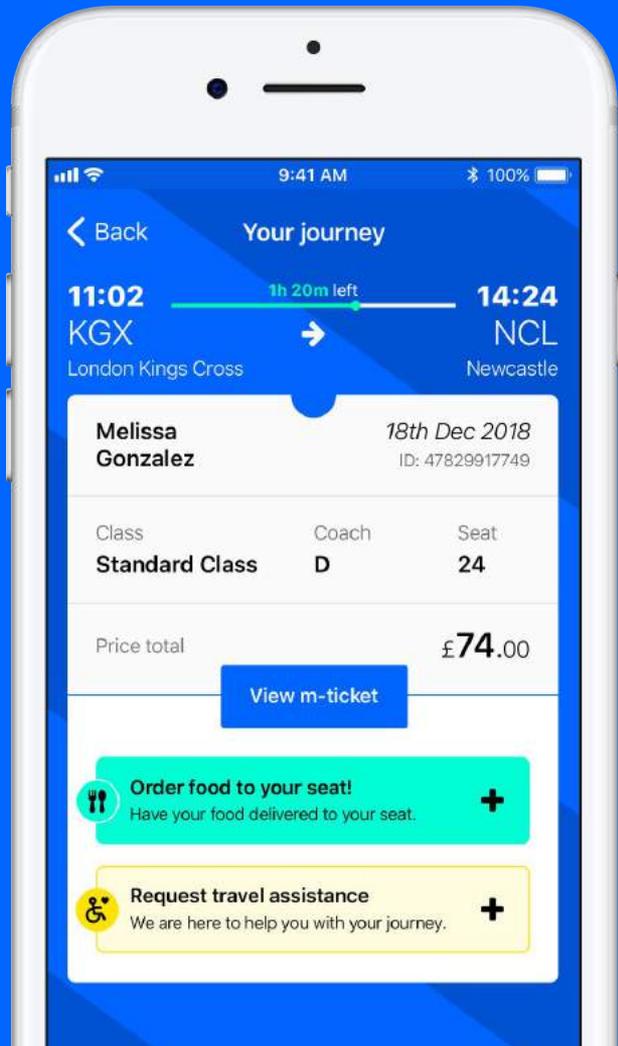
After confirming with Alexa she will remind you of your booking and give you access to you mobile tickets



Your ticket

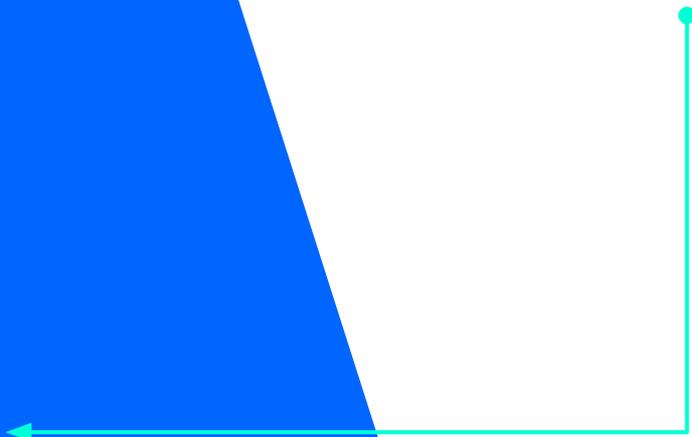
Explore multiple additional experiences straight from your ticket





Food ordering

For the ultimate comfort let your customers order food straight from the ticket on their phone!



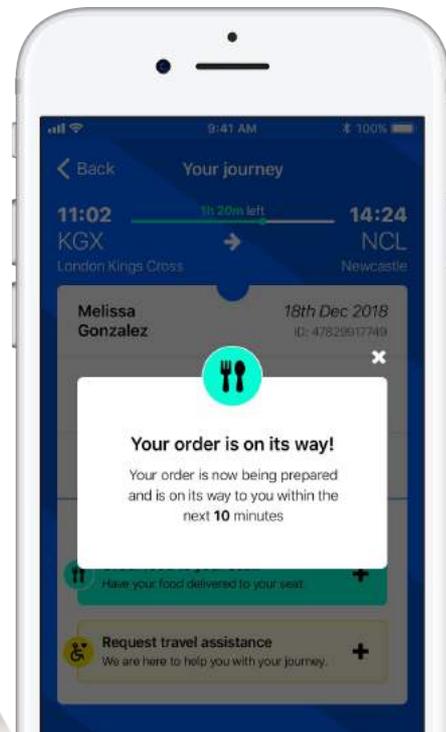


Browse

Scroll through the onboard cafe menu and add what you want to your cart.

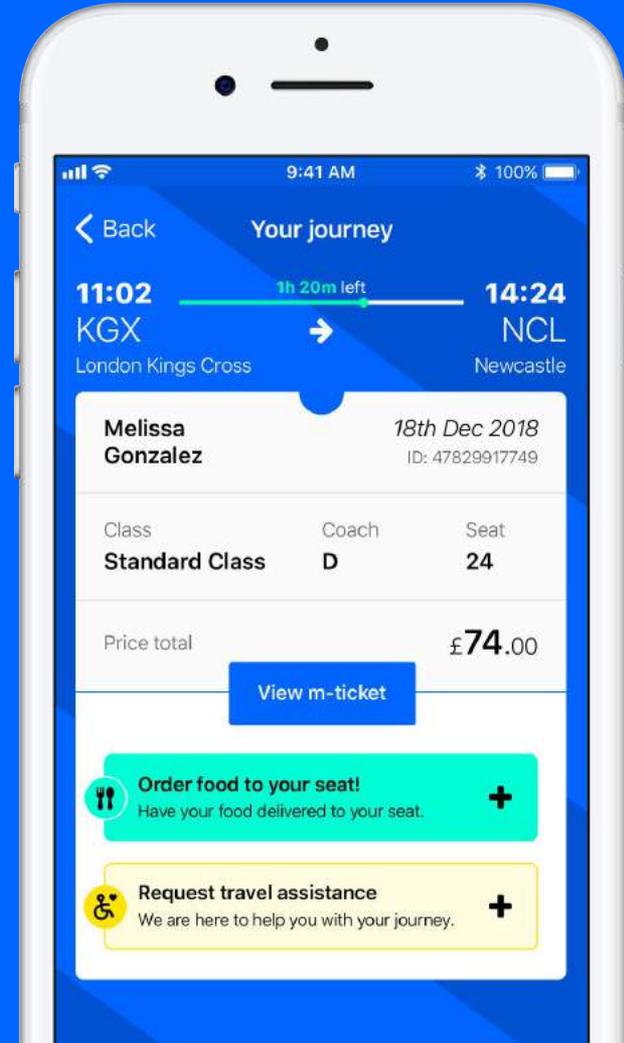
Relax

Once you have submitted your order all that is left to do is wait.



Passenger Assist

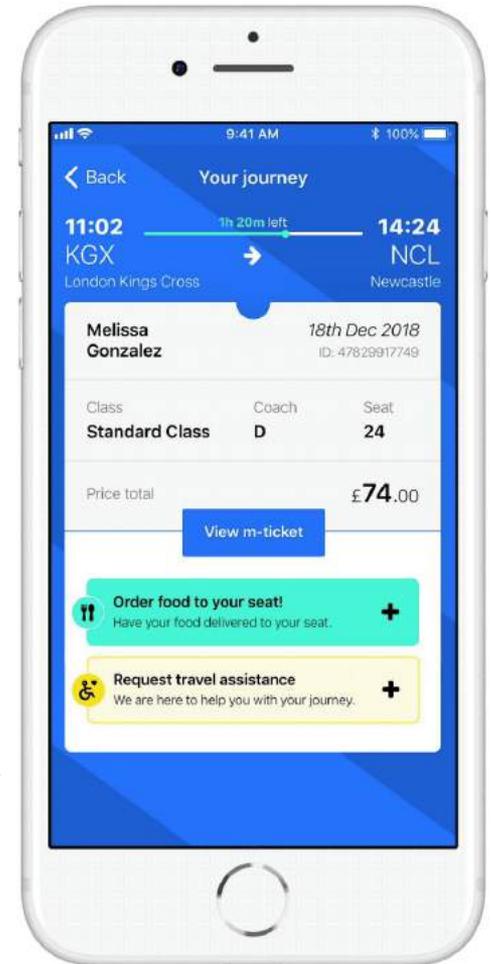
Request assistance for your journey because you have a particular disability



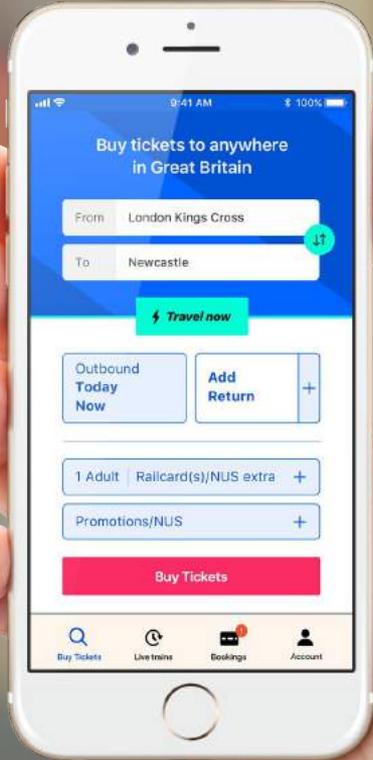


Talk live with real people

After tapping travel assistance staff are on hand to live chat for anything you may need



Account based ticketing

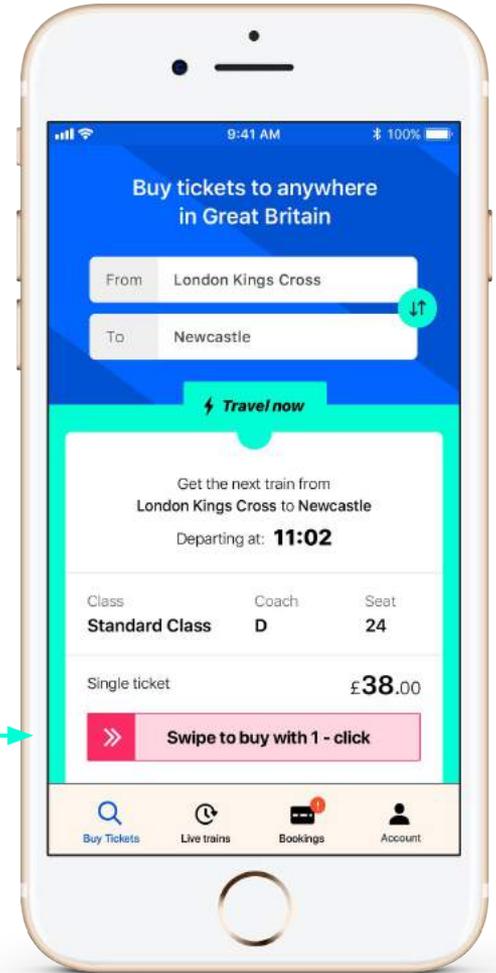


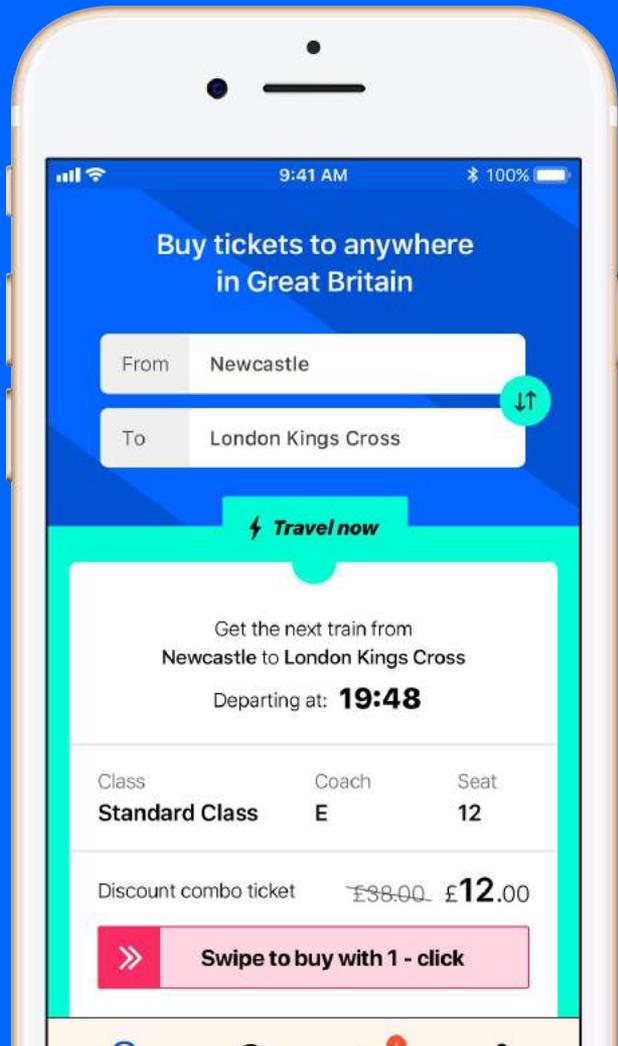
Travel right now!

Enter the origin and destination and then click "travel now"

Confirm purchase

Includes swipe to buy modal to make sure user don't accidentally buy





Get a return

If you return, enter the origin and destination and click "travel now"

At the end of the day, your account is charged for the cheapest combination of tickets across the whole day

Thanks

