How Arriva is exploring the use of generative AI to deliver a better customer experience.

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Our scale

We are present in 10 European countries, more than any of our European competitors. We hold leading market positions in many of the countries we operate in thanks to significant competitive advantages from our scale and local leadership.

~1.6bn passenger journeys

~34,400 employees

12,564 buses

€4.0bn revenue (2023)

10 countries

568 trains (incl trams)

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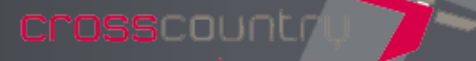
Arriva UK Trains

Business Unit

We operate under a range of different contract models including two national rail contracts, a concessionary contract, an open access rail company and a rail maintenance business.

- We have 4,788 employees, 282 trains and manage 118 stations.

- Having first entered the market in 2000, we now cover around 9% of the entire network (by total revenue).

- We have a diverse portfolio including light rail, commuter transport, regional and long-distance transport, and we operate right across Great Britain.

arriva traincare

Chiltern railways

crosscountry

GRAND CENTRAL by arriva

arriva rail london

arriva road transport services

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Why is this important to us?

Generative AI could enable an improved customer experience, and Arriva is reviewing which areas can benefit from using AI.

The benefit of AI is often the information or insight generated that you may have needed, that you haven't thought of.

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We are just at the beginning of our AI journey.

Where can AI support our customers and our business?

How can we overcome the challenges of new technology?

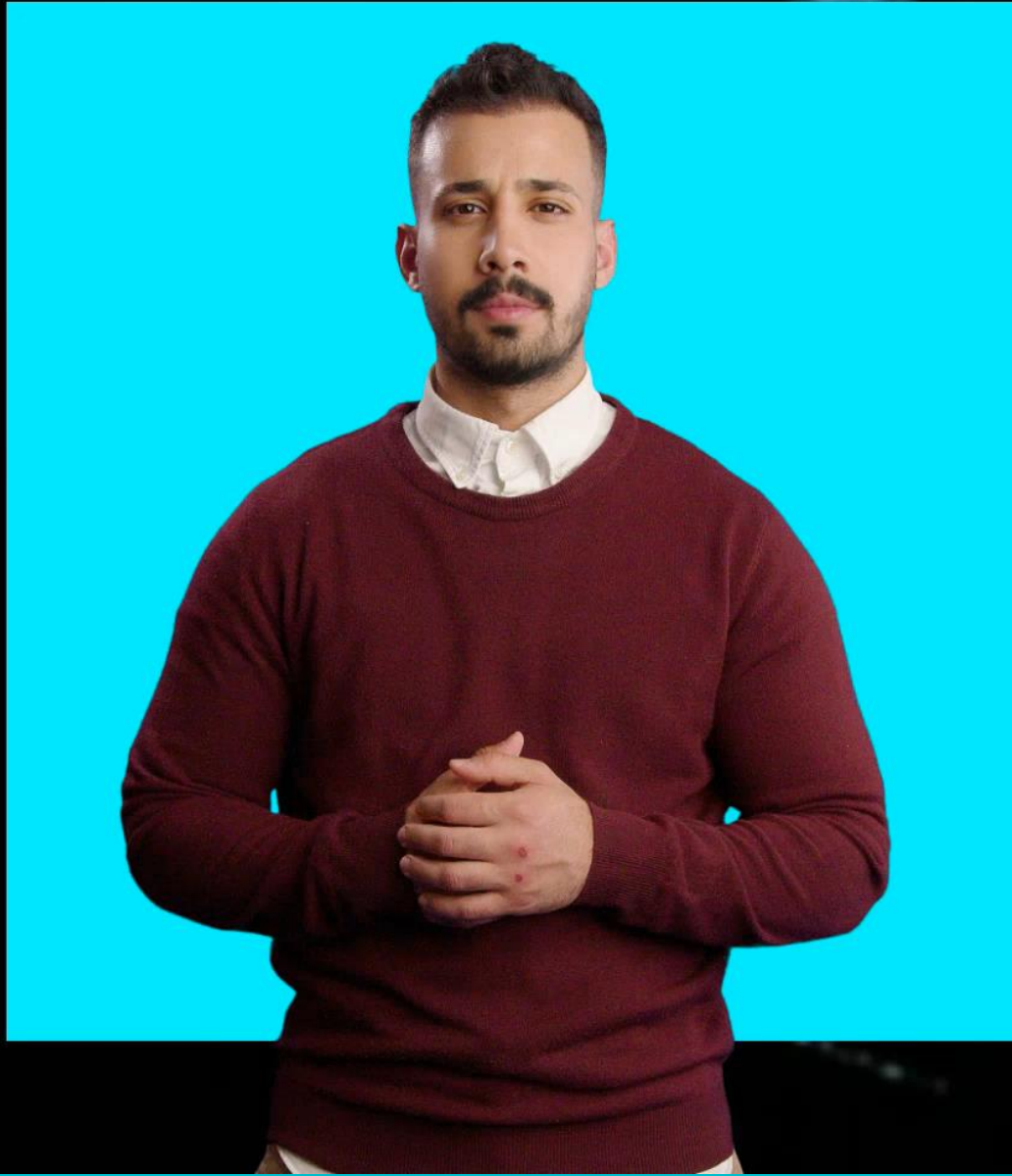**What can we learn from proofs of concept?**

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Where can AI support our customers and our business?

In 5 years, no customer will accept being in a queue or on a hotline anymore.

**Always and everywhere.
Available 24/7.
Any location.
Any language.**

**The right information at the right time.
Tailored to the customers' needs.**

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With new technologies, there are always challenges to overcome!

Known Challenges
- Sceptical about AI
- Legacy systems
- Operational challenges
- Accuracy levels
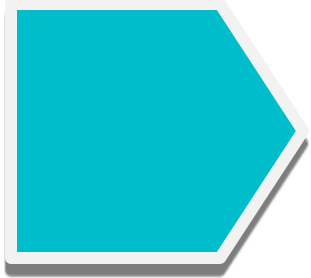- Speed to market
- Cyber security

Unknown Challenges
- Customer views
- Proven benefits
- Impact on jobs
- Cost vs benefits
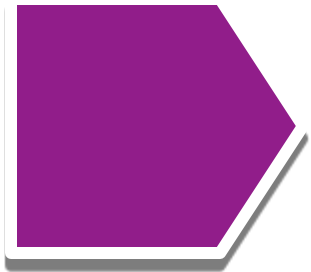
Overcoming Challenges
- Working with trusted technology partners
- Focus on user stories
- Agile development
- Test and learn approach

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What have we been working on?

Our Focus

- To streamline processes, make better predictions on transport advice, and improve customer experience.

User Stories

- Defining what information customers want and at what time.

Proof of Concept

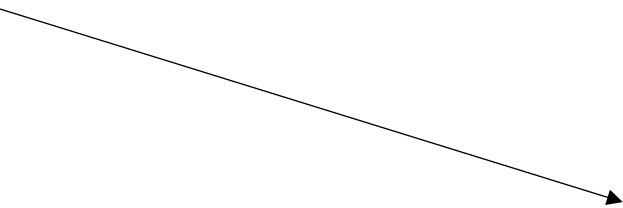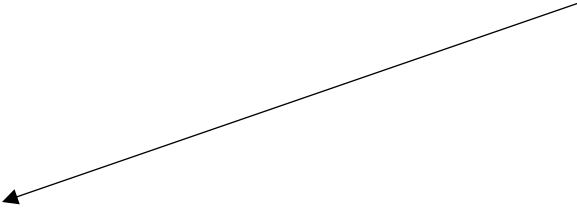- Creating a POC gives the business the first-hand opportunity to explore, test, and learn about AI.

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Proof of Concept Design

Arriva Travel Assistant

Travel options & inspirations

Easy to use and accessible

Tailored information

Proactive information

Journey planning

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Core User Stories

Travel options & inspirations

Question: I want to go on a trip tomorrow for £60 what is my best option?
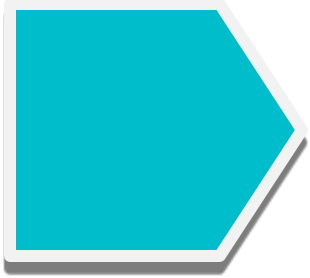
Proactive information

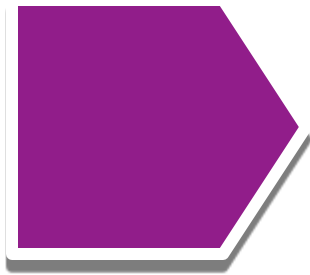Question: My train was cancelled; how do I request a refund?

Journey planning

Question: I need to get to York for a 9:00 am meeting which is the fastest train to catch from London?

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Key Takeaways

Generative AI is a growing technology and could reshape how we interact with our customers.

By investing in a POC, we are investing in our digital growth and innovation across our businesses.

Exploring the benefits of AI will allow us to grow and expand on providing the best customer experience.

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AI has the potential to bring immense value to the transport industry.

However, we cannot overlook the challenges we may face along the way.

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Thank you for listening.