Arriva’s journey to achieving Business Growth by harnessing AI and Innovation for Success

Presented by Kevin Smith & Kerry Phillipson

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Introducing

Arriva UK Trains – IT and Digital

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Our scale

We are present in 11 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

11 countries

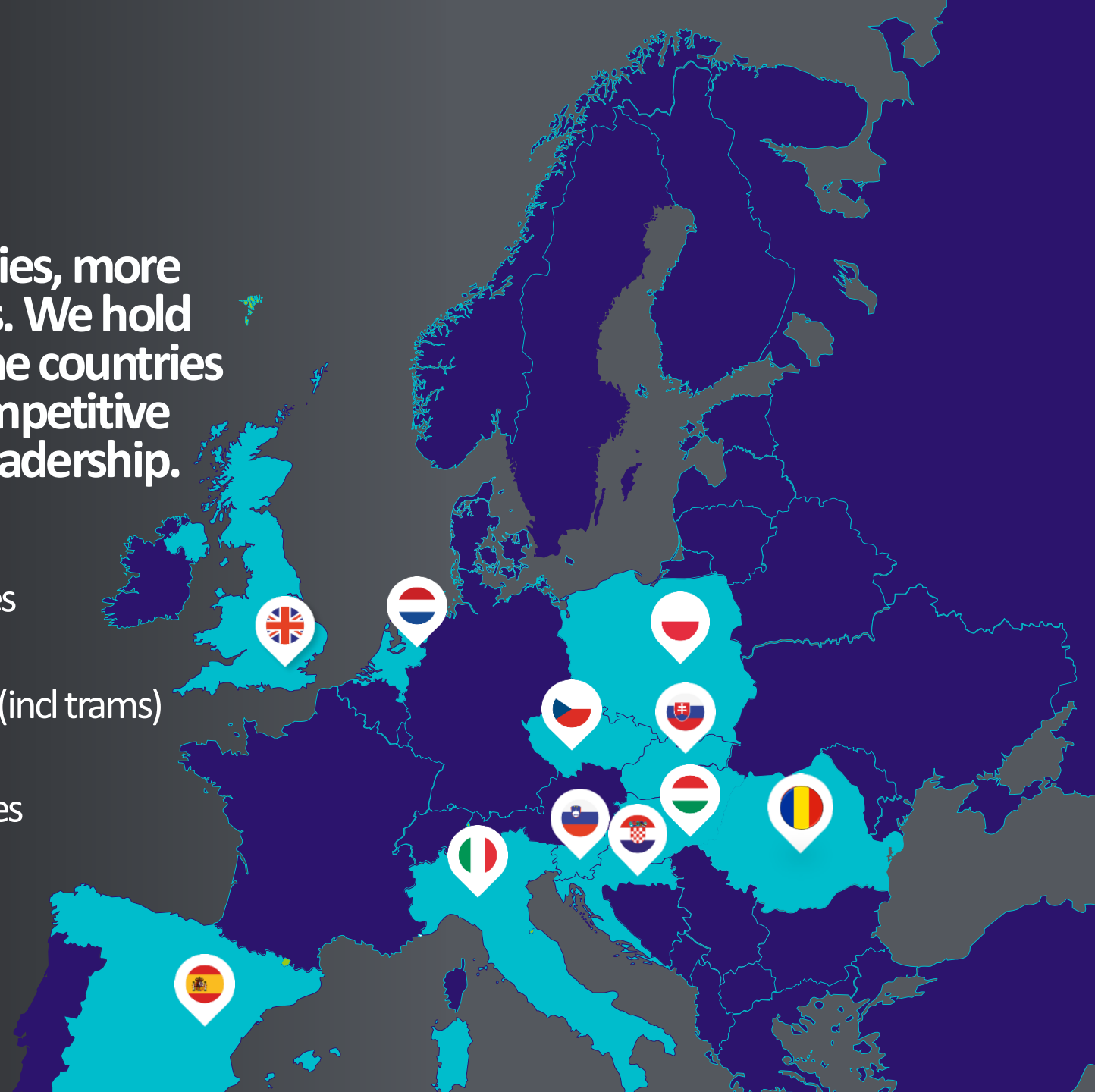
~ 34,400 employees

568 trains (incl trams)

12,564 buses

4 waterbuses

€4.0bn revenue (2023)



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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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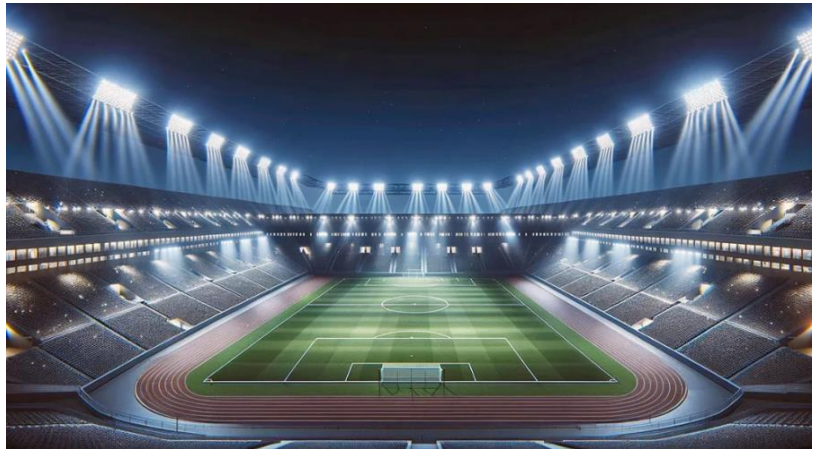
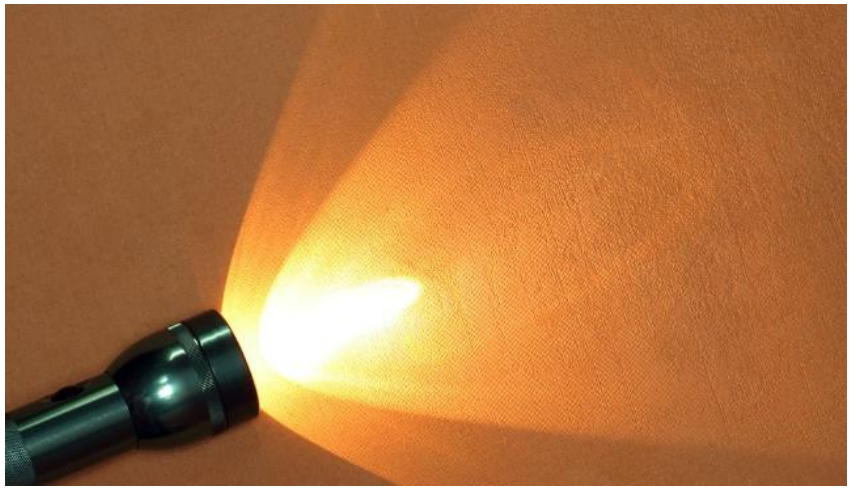
Our approach to innovation

Our approach to innovation





Our approach to innovation

Invention

Innovation

"There is no such thing as a new idea. We simply take a lot of old ideas and put them into a sort of mental kaleidoscope" – Mark Twain

Where is your business at with AI?

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Our AI strategy

Implementing an AI strategy requires a careful balance of its pillars:

Risks

Managing the risk of AI implementation, ensuring mitigations and policies are in place.

Adoption

The adoption of AI needs to be underpinned by knowledge of the technology both for customers and staff.

Vision

Apply commercial discipline and deliver a competitive cost base to achieve strong, product growth.

Value

Apply data-driven insights to deliver high-quality innovative solutions today and in the future.

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Business Change Process for AI Implementation

Employee Training	Providing AI training programs to upskill employees and reduce resistance to new technologies.
Clear Objectives	Setting clear, measurable goals for AI projects to ensure alignment with business strategy and ability to measure progress.
Collaboration and Communication	Encouraging open communication and collaboration across departments to integrate AI solutions effectively.
Pilot Projects	Starting with small-scale pilot projects to demonstrate AI's value and build confidence before scaling up.

Our AI strategy

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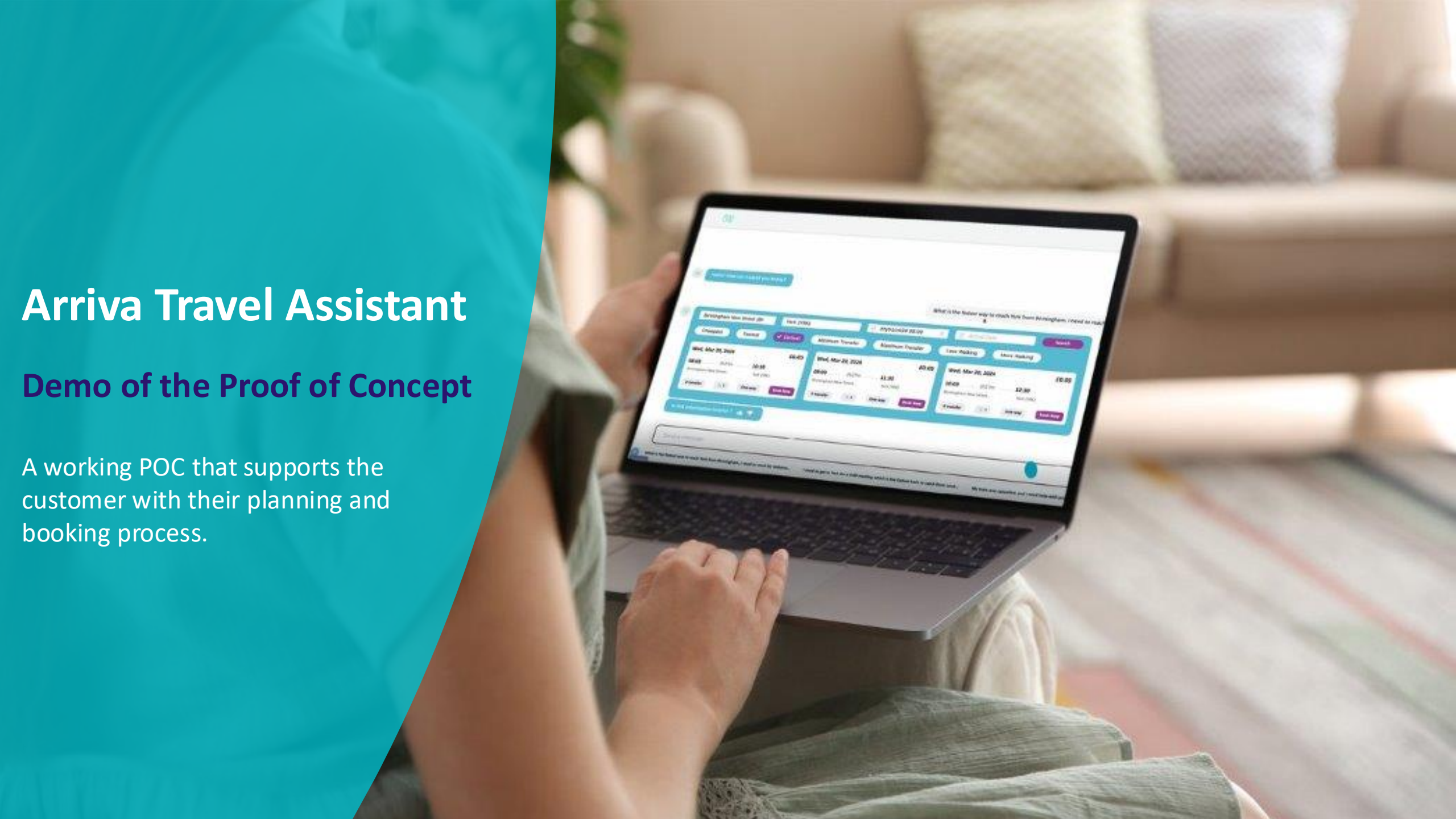
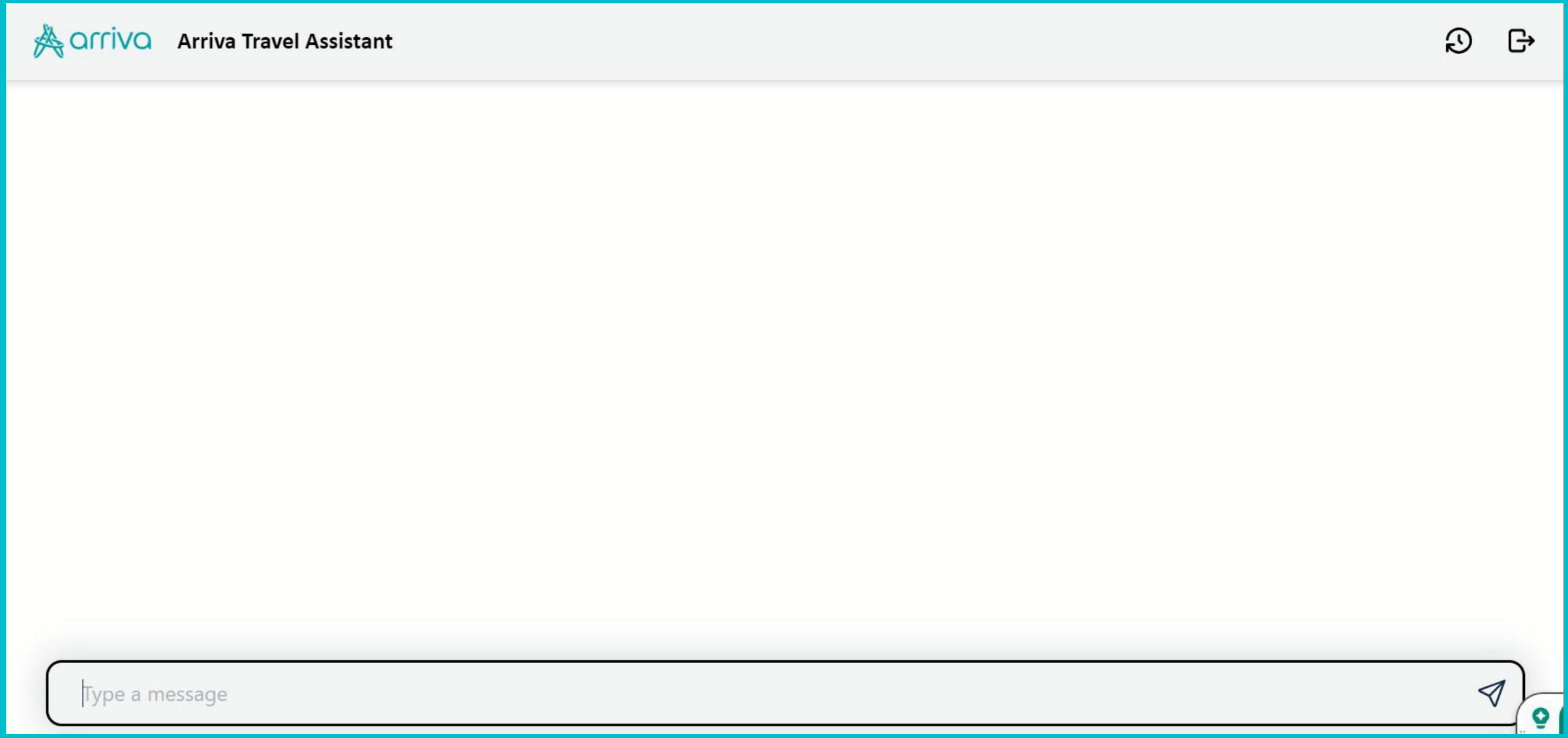
Arriva Travel Assistant

Demo of the Proof of Concept

A working POC that supports the customer with their planning and booking process.





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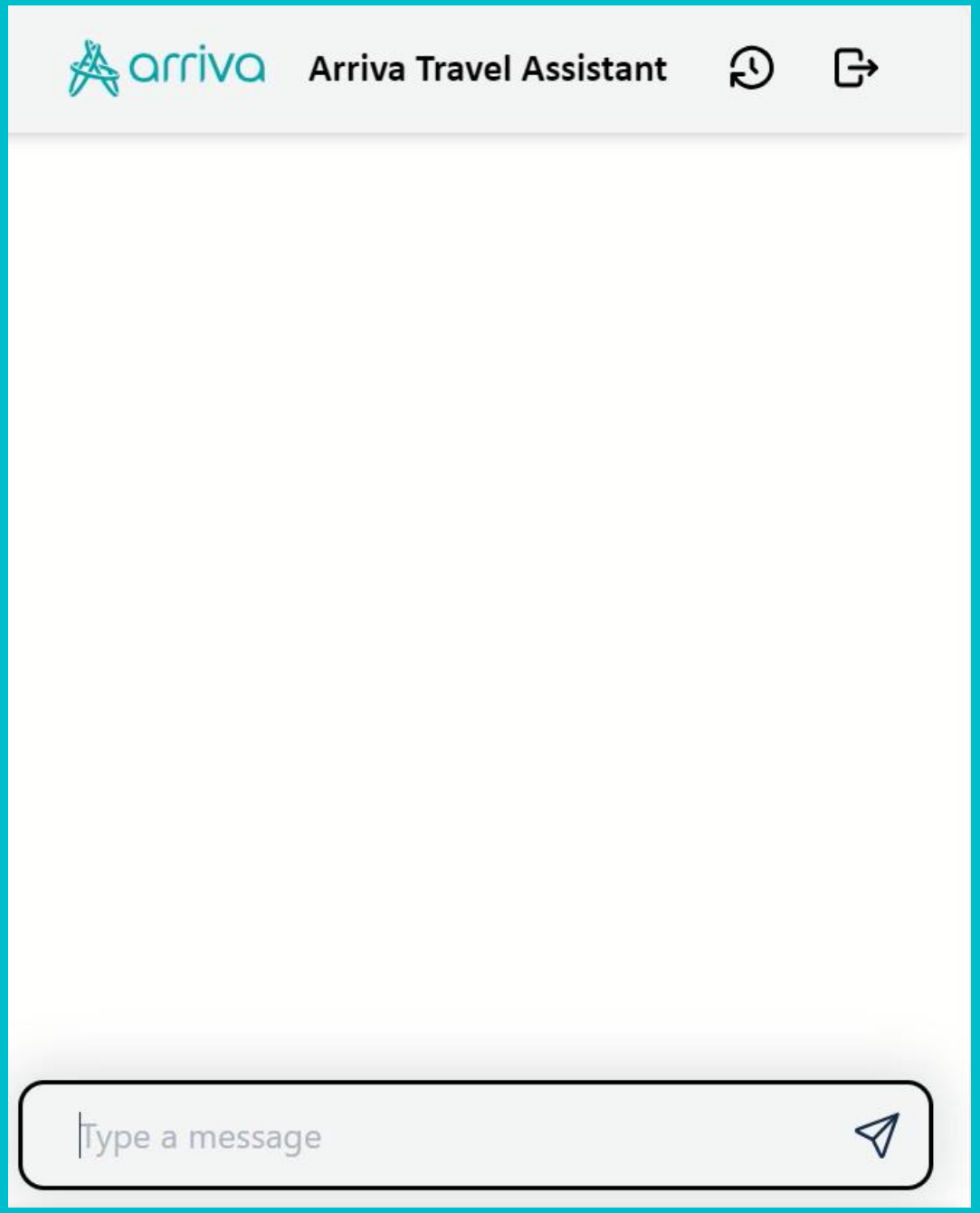

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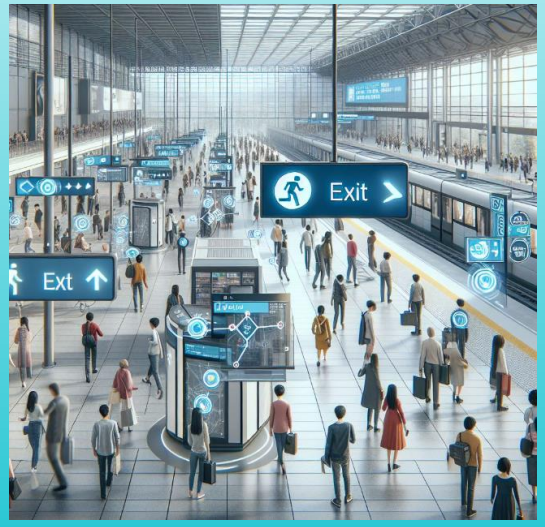
AI is here to stay; how do we move with it?

Personalised Journey Planning

Augmented Reality Navigation



Virtual Agents

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In summary

- Innovate, don’t invent!
- AI cannot be ignored, establish how it could benefit your business
- Treat AI like any other digital product
- Develop a strategy, write policies and build a roadmap
- If you want to share some ideas or need some help, get in touch

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Thank you

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