

Keinform500™ increases Hull Trains NRPS category result from 87% to 94% in only 18 months.



The Challenge

The Passenger Information During Disruption (PIDD) initiative was developed to provide Train Operating Companies with guidelines on how to provide real-time information to customers. On-train information across the country had been highlighted in the National Rail Passenger Survey as a key area for improvement.

Hull Trains, a Train Operating Company with a reputation for innovative and pioneering customer service, demanded a cutting-edge real-time and enhanced Passenger Information System.

The client required a system that was flexible, innovative, informative and cost effective as well as being easy to install. Most importantly, the units had to demonstrate that they were designed to meet the real need for an information-driven journey enrichment service, offering customers a whole new dimension of high quality, accurate information to enhance and plan their onward journey.

The Solution

As a result of its experience at the forefront of the development of real-time and enhanced information systems – being the only provider that has a direct data feed from the full Darwin push port and webservice, KeTech was asked to develop and trial a brand new cutting-edge Passenger Information System for Hull Trains, to support the company in its commitment to excellent customer service.

KeTech led a series of collaborative discussions between a number of key stakeholders across the industry to ensure that the system design and architecture could be accommodated into the Hull Trains fleet. KeTech then designed Keinform500™, the UK's only real-time and enhanced on-board Passenger Information System.

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The scope also incorporated the introduction of new hardware in the form of intelligent 21" TFT HD displays with simplicity of architecture and fitment requirements that receive the live, real-time data via Wi-Fi, negating the need for through train wiring. This made the unit suitable for installation on both existing and new rolling stock and provided a truly cost-effective implementation.

An intelligent and creative yet simple system with low bandwidth requirements, that offers not only real-time information for passenger journeys, but also the facility to incorporate multi-modal data such as the London Underground Rainbow Board, as well as bespoke notices, advice for passengers, local weather, news, marketing content and much more - a truly multi-dimensional passenger enhancement experience.

The Outcome

Keinform500™ was successfully launched in March 2015. Following the launch, First Hull increased their NRPS scores for the 'information during journey' category from 87% to 94% and also achieved top spot in the NRPS with an unprecedented 97% overall for customer satisfaction in Spring of 2017.

"Keinform500™ has been instrumental in creating an environment of customer service excellence and a journey enrichment experience."

Will Dunnett, Managing Director, First Hull Trains