Innovation Program SNCB

En route.
Vers mieux.

6 main objectives for SNCB

| 1	2	3	4	5	6
A strong, healthy working environment for all colleagues	Guaranty the safety of our travelers and employees	Attract new customers and expand the modal share of train	Continuous improvement of the customer experience of our Travelers	Achieve operational excellence with sound finances	Concretizing our social responsibilities

The Innovation Program supports SNCB towards an innovative, futureproof and sustainable mobility provider.

Our contribution as innovation team to the contract of public service of the SNCB.

Our 3 missions
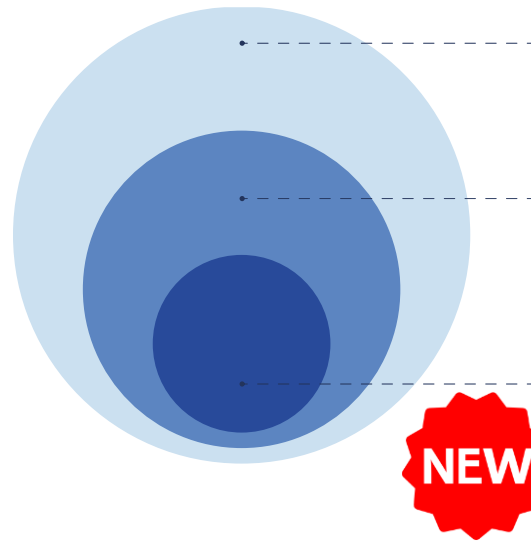
Solve customer needs
- Innovate in close collaboration with the customer
- Focus on customer needs

Spread a culture of innovation
- Contribute to a more innovative mindset within the company
- In line with the PROS and in collaboration with HR

NEW

Generate efficiency through internal innovation projects
- Contribute to a more efficient traveler experience by internal innovation.

SNCB Innovation lab co-creates tomorrow's travelers' journey sustainably.

- We focus on the needs of the traveler.
- We translate the contract of public service into relevant innovation programs.
- We feed it into the 5 innovation pillars.
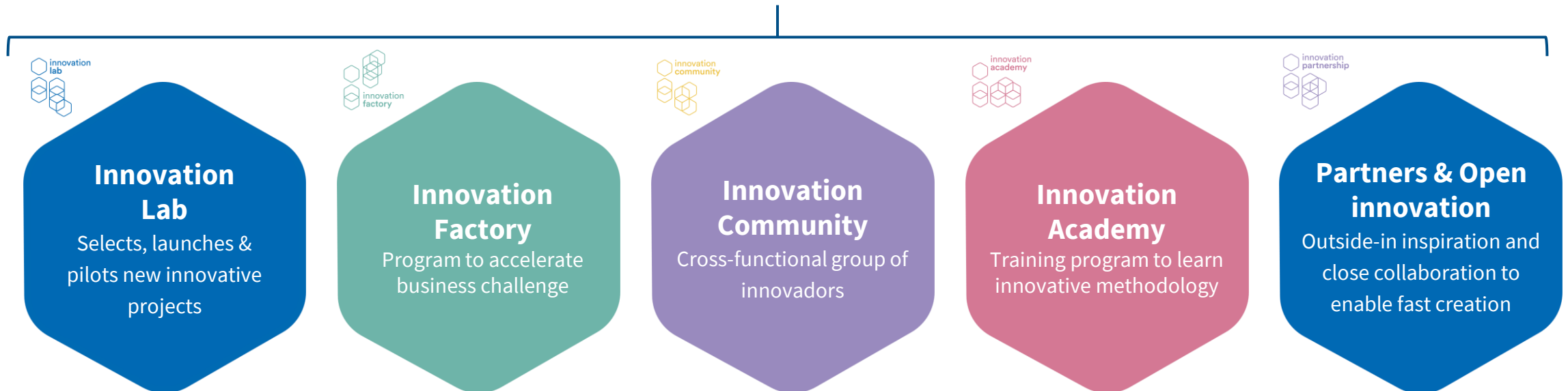- To develop new mobility solutions of tomorrow.

- We spread and cultivate innovation.
- We serve internal innovation to employees to realize efficiency.
- We feed the innovation mindset and digital transformation by training.

We don't create generic customer journeys.
Instead, we co-create future travelers' journeys.

Innovation @SNCB

5 pillars

Innovation Lab
Selects, launches & pilots new innovative projects

Innovation Factory
Program to accelerate business challenge

Innovation Community
Cross-functional group of innovadors

Innovation Academy
Training program to learn innovative methodology

Partners & Open innovation
Outside-in inspiration and close collaboration to enable fast creation

NEW

Portfolio Committee
Create a portfolio of running PoC's and view on all innovation initiatives

Innovation project flow

Innovation projects GO FOR Innovation POC

Is it an innovation project?

What's the level of complexity?

Which approach to use?

Ideas

Challenges

Opportunities

Innovation team

Outside in

Innovation Board

Strategic priorities

Innovation Lab Project / POC

IT (innovation) project / POC

Innovation Factory

Open Innovation

Managed by the business

Services : workshops / design sprint, …

Decision best approach

Ideas come from

GATE 1

Supporting Committee

GATE 2

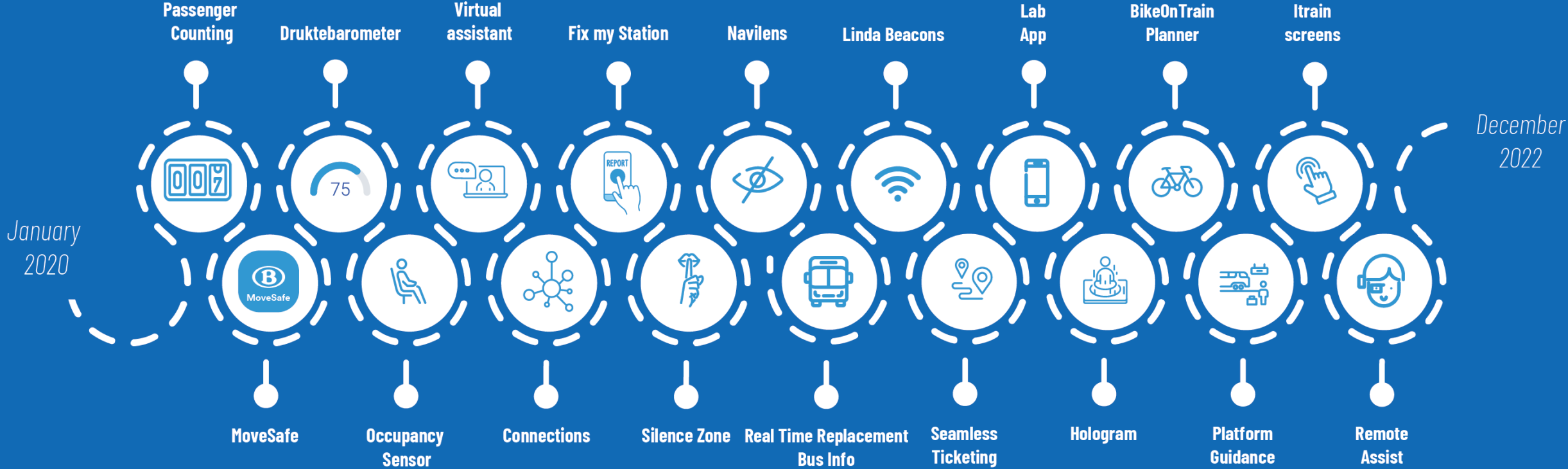Project preparation

GATE 3

Project Committee

GATE 4

Industrialization

Draft proposal, open for discussion

Main proof-of-concepts

Passenger
Counting

Druktebarometer

Virtual
assistant

Fix my Station

Navilens

Linda Beacons

Lab
App

BikeOnTrain
Planner

Itrain
screens

December
2022

January
2020

MoveSafe

MoveSafe

Occupancy
Sensor

Connections

Silence Zone

Real Time Replacement
Bus Info

Seamless
Ticketing

Hologram

Platform
Guidance

Remote
Assist

Silence zones

- POC Phase 2 - Q1 & Q2 2023
- End to end test of a few months with travelers in a real-life setting
  - 18 carriages
  - 89% satisfaction rate
- Positive feedback
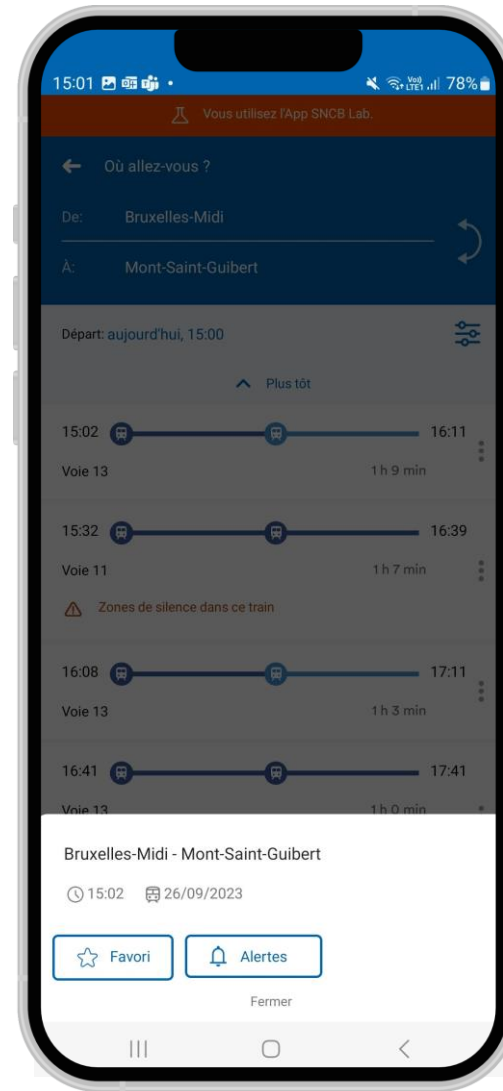- To be industrialized (lead marketing)
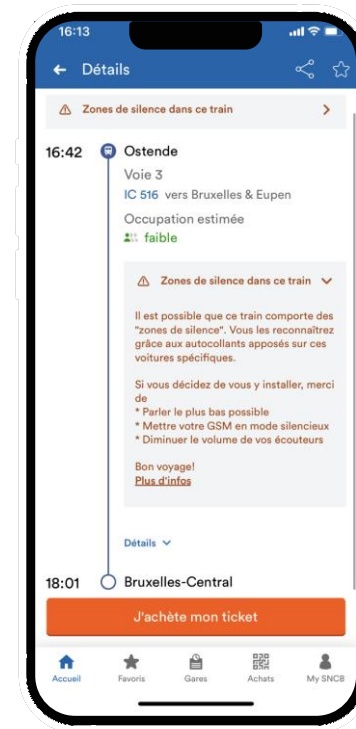
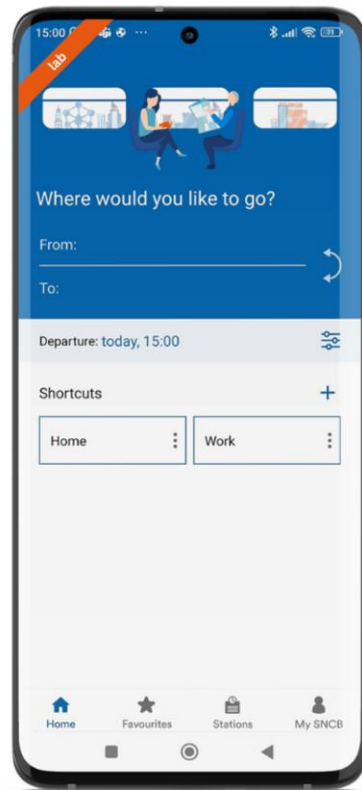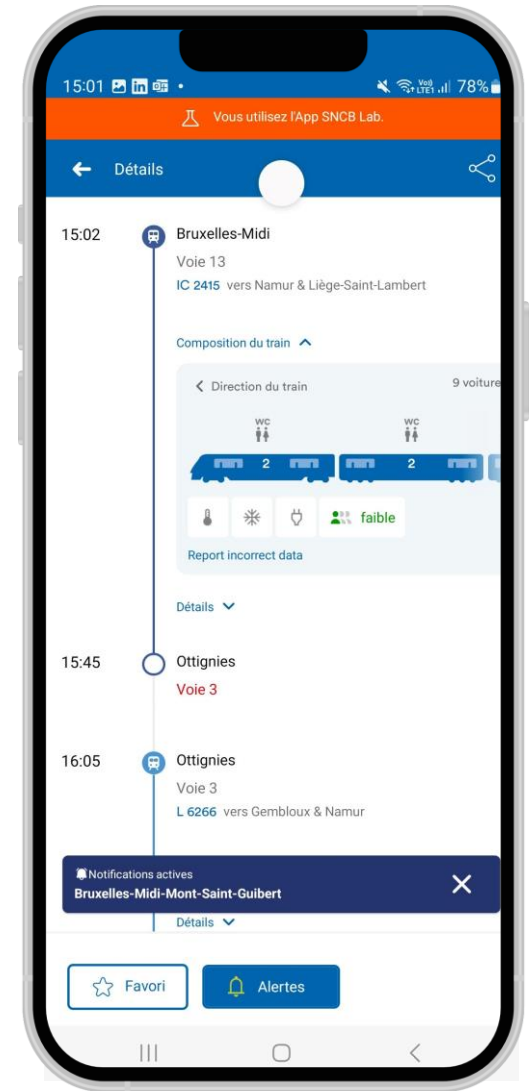# i-trains

SNCB Lab App

Let the user tell you how good your feature is
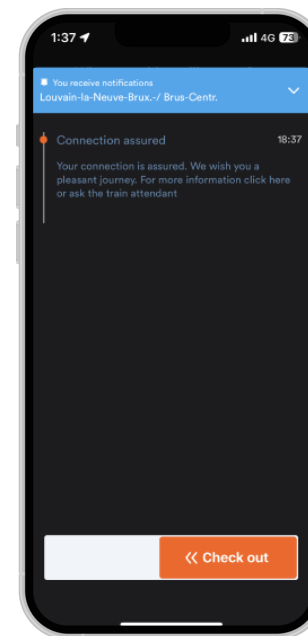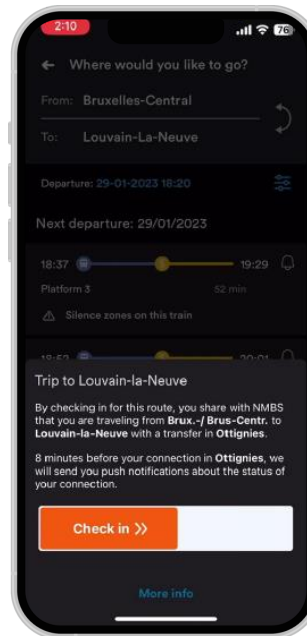

Don't miss my stop

Train composition

Conclusion correspondance

- Digital takes over the concept

- All the knowledge and learnings has been shared

- RIV & B-TO4 validated the value of the concept and are ready to collaborate

- Innovation Lab will act as consultant for specific question
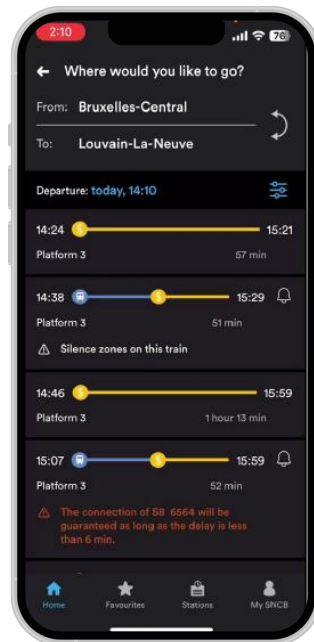
BikeOnTrain v2
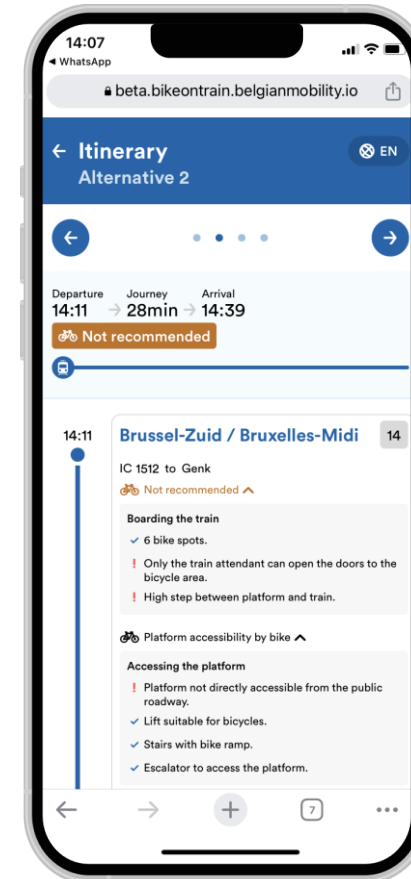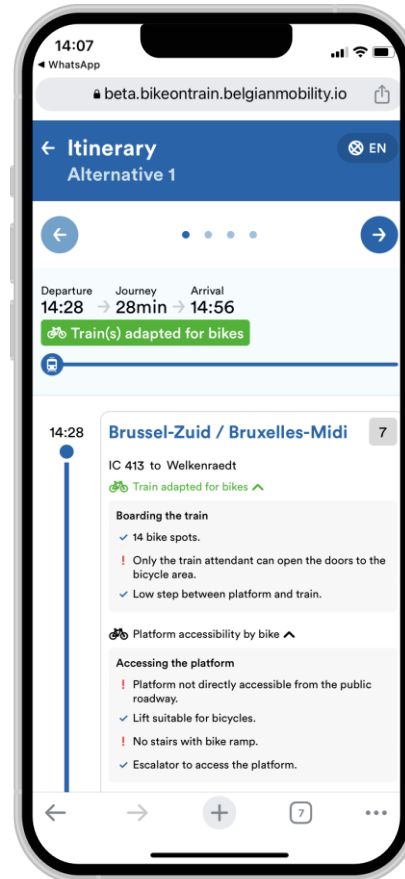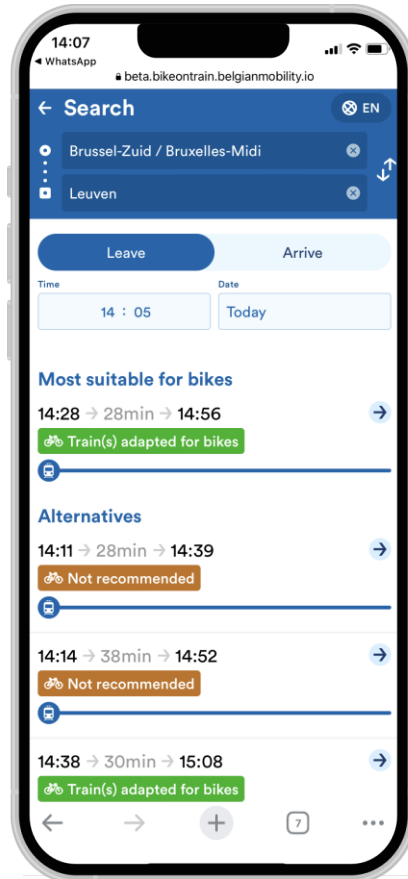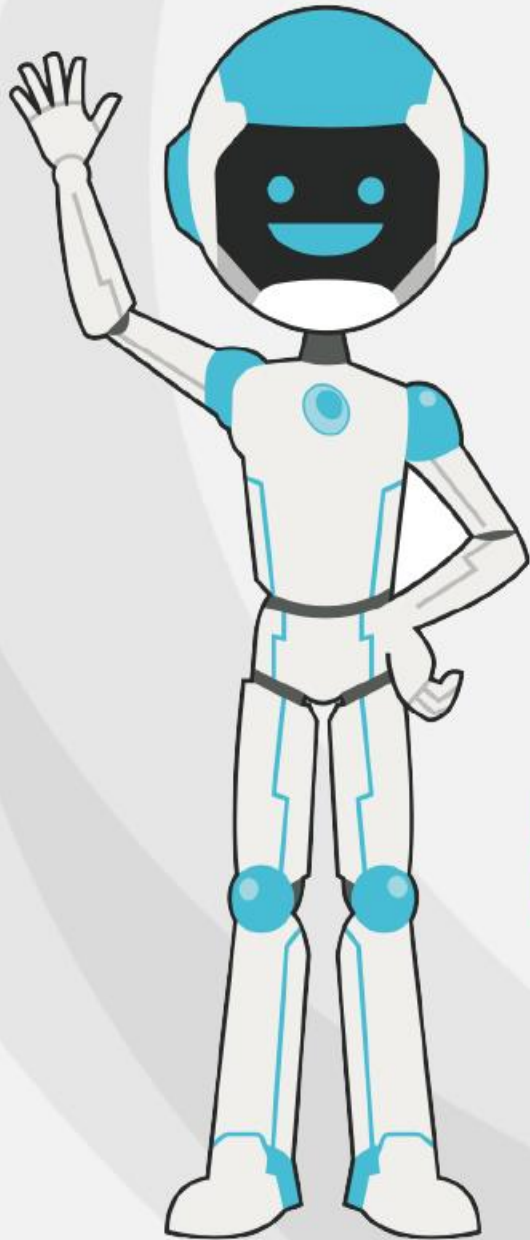
Orion
Intelligence

The Artificial Intelligence that powers customer service.

Automatic handling of customer complaints in order to:

- Increase efficiency

- Decrease backlog

- Accelerate response time

Go live: 16/10/23

Platform Guidance v2

- Let's help customers find the best place on platforms where to wait for their favorite carriage

- 3 subproject tracks

    - Customer journey: analyze the customer problem

    - Data track : create data about reference points on platforms

    - MVP: use the LabApp or BikeOnTrain with platform guidance info for selected lines and stations

Utilization of drones

2 potential use cases:

- Gent Sint Pieters
  - Inspection of roof (e.g detection leaks)

- Antwerpen Centraal
  - Inspection of damaged rods in the rail hall
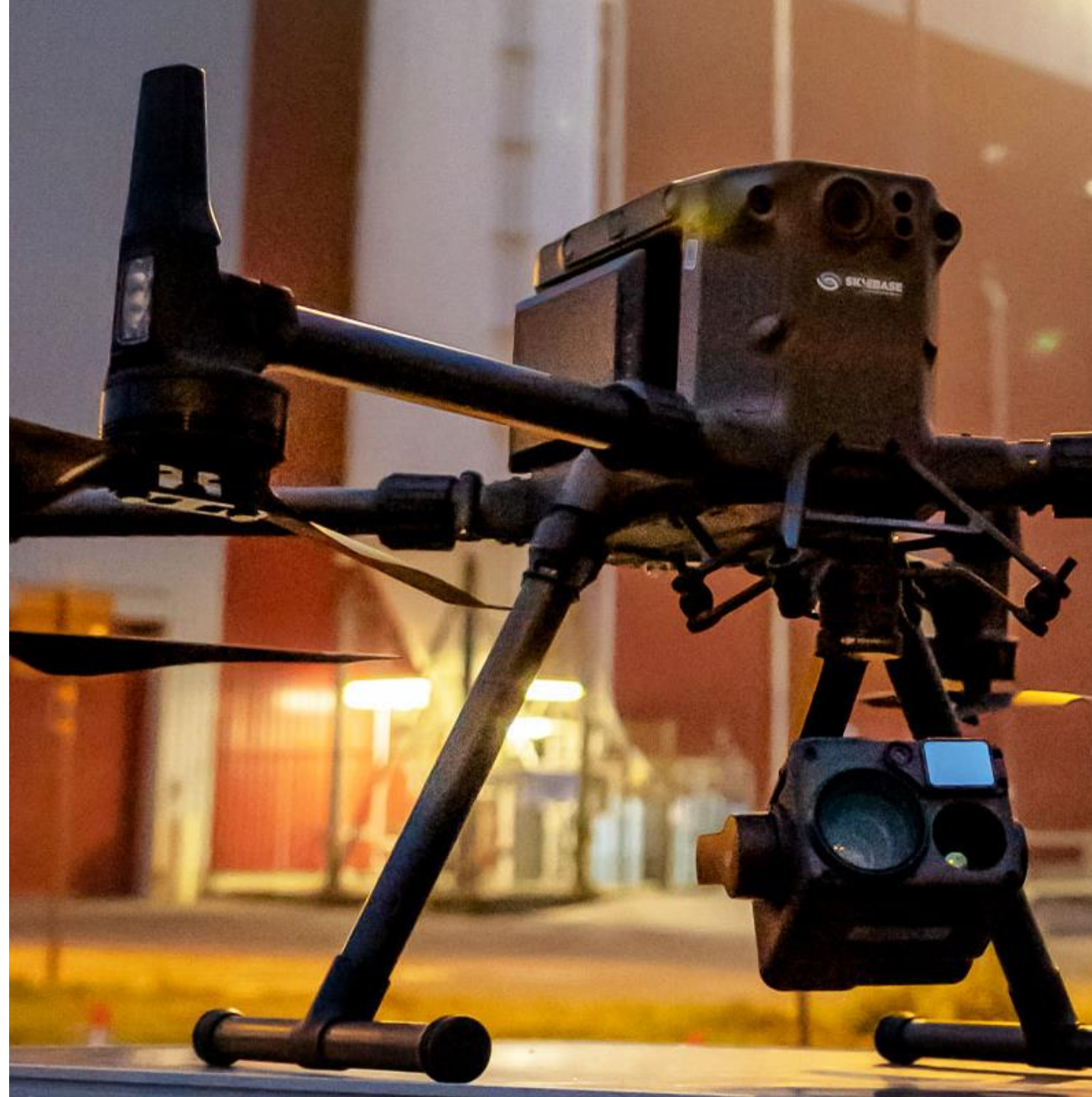
1. Investigating new technologies
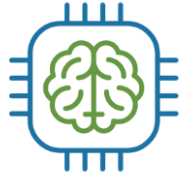
POC Generative AI
Is generative AI mature enough to rebuild our chatbot engine with this technology?

POC Mobi + ChatGPT
Can ChatGPT already today help our existing chatbot to perform better for complex and long queries?

POC Microsoft CLU
Is Microsoft's Language Model better than the Google one we use today?

POC Chatbot on phone
Has voice technology evolved to a point we can start building a bot for our contact center?

2. Preparing for expansion and new channels

Chatbot on website and app
Build a native butler bot for our website and app users.

Real-time bus information

B

Replacement busses – When ?

Works

Luttre
Charleroi-Sud

2021

werken*
1.251

TLO**
918

Werven met impact op het reizigersverkeer
**Werven met een Totale LijnOnderbreking*

Replacement busses - How ?

In theory…

Travaux entre Bruxelles-Midi et Nivelles

Le week-end du 19-20 mars 2022

Arrêts de bus provisoires

- Bruxelles-Midi : arrêt provisoire SNCB, rue de France 87-93
- Forest-Est : arrêt STIB «Forest-Est», rue Victor Rousseau
- Uccle-Stalle : arrêt STIB, rue Victor Allard 256 (devant la gare)
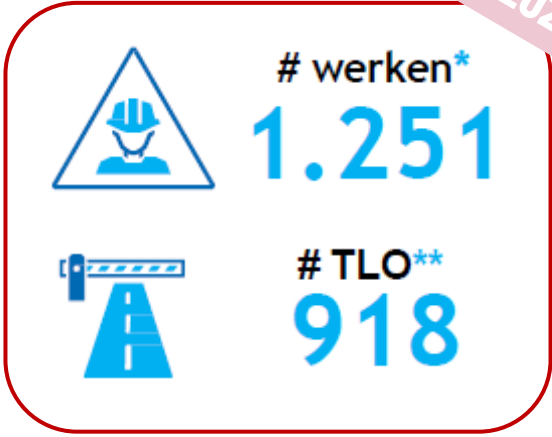- Uccle-Calevoet : vers Bruxelles : arrêt STIB, rue d'Angleterre (à 100m en face de la gare)
  vers Braine-l'Alleud/Nivelles : arrêt De Lijn «Uccle-Calevoet Gare», rue E. Van Ophem
- Linkebeek : arrêt STIB, rue de la Station 92 (à la sortie de la gare)
- Rhode-Saint-Genèse : arrêt De Lijn, avenue de la Forêt de Soignes (à 120m de la gare)
- Waterloo : arrêt provisoire SNCB, rue de la Station (au rond point)
- Braine-l'Alleud : arrêt TEC «Braine-l'Alleud Gare», rue des Croix de Feu
- Lillois : arrêt TEC «Gare de Lillois», rue de la Libération
- Nivelles : arrêt TEC «Gare de Nivelles», square Baron Seutin

Horaires de bus
Le samedi 19 mars

	12436	12461			12462	12465
Brux.-Midi	7.27	20.27	Nivelles	6.57	18.57
Forest-Est	7.37	20.37	Lillois	6.09	19.09
Uccle-Stalle	7.43	20.43	Braine-l'Alleud	6.20	19.20
Uccle-Calevoet	7.50	Ensuite 20.50	Waterloo	6.31 Ensuite 19.31
Moensberg	7.56	toutes 20.56	Rhode-Saint-Genèse	6.47 toutes 19.47
Linkebeek	8.00	les 21.00	Linkebeek	7.0	60 min.
Rhode-Saint-Genèse	8.16	60 min. 21.16	Moensberg	7.0	
Waterloo	8.31	21.31	Uccle-Calevoet	7.1	
Braine-l'Alleud	8.43	21.43	Uccle-Stalle	7.1	
Lillois	8.53	21.53	Forest-Est	7.3	
Nivelles	9.04	22.04	Brux.-Midi	7.3	

acheter mon ticket de trai

^ plus tôt

départ le 19 mars 2022

19:44	20:04
voie 3	20min
Info-voyageurs #MoveSafe	

20:27	20:50
voie 3	23min
Info-voyageurs #MoveSafe	

20:44	21:04
voie 3	20min
Info-voyageurs #MoveSafe	

19:44	Nivelles	voie 3

Bus de remplacement BUS12434 en direction de Bruxelles-Midi

Bruxelles-Midi - Nivelles

détails ∨

20:04	Braine-l'Alleud	voie 1

Info-voyageurs #MoveSafe

nmbs-sncb
vervangbus
bus de remplacement

Plus d'infos

Planifiez votre voyage sur

app SNCB   sncb.be

Pas d'internet ?

☎ 02 528 28 28

Replacement busses - How ?
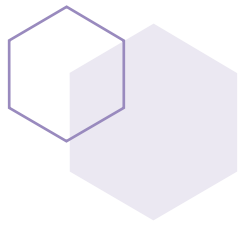
Hello, we are waiting for more than 20 minutes for the replacement bus on the line between Ottignies and Brussels that was planned at 17:22. We don't have any information about when the bus will arrive, or if it is driving or not

Pas d'internet ?

02 528 28 28

What has been done?

◊ Zenbus functional test on **Tournai - Mouscron** *(nov '21)*

◊ Zenbus normal test on **Zottegem – Gent** (smartphones + boxes) *(feb + mar '22)*

◊ Pysae functional test on **Zottegem - Gent** *(feb '22)*

◊ Pysae normal test on **Ottignies – Leuven** *(mar '22)*

◊ Zenbus normal test (boxes) **Antwerpen - Melsele** *(mar '22)*

◊ Pysae normal test **Braine-l'Alleud – Bruxelles-Midi** *(apr '22)*

◊ Zenbus normal test (boxes) **Kortrijk - Bissegem** *(April '22)*

◊ Pysae normal test **Gent - Brugge** *(apr – may '22)*

◊ Pysae **Oostende - Brugge** *(oct – nov '22)*
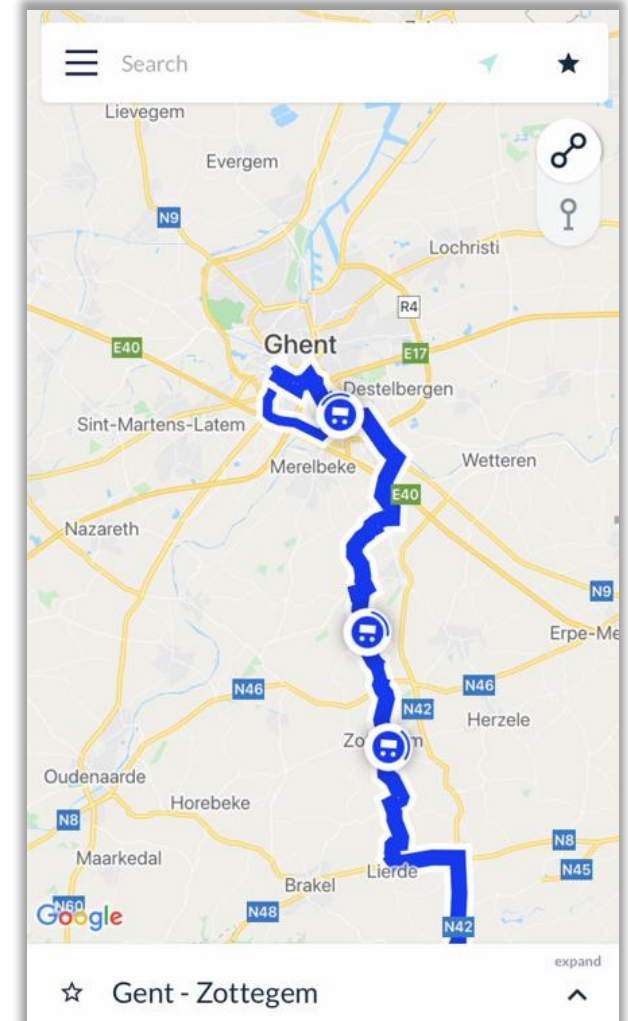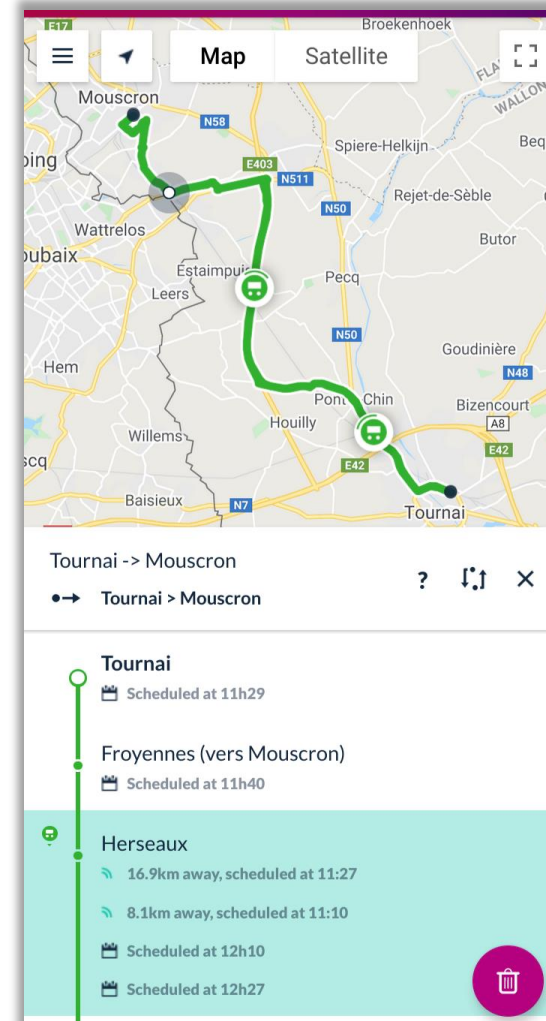
What does it look like during testing?
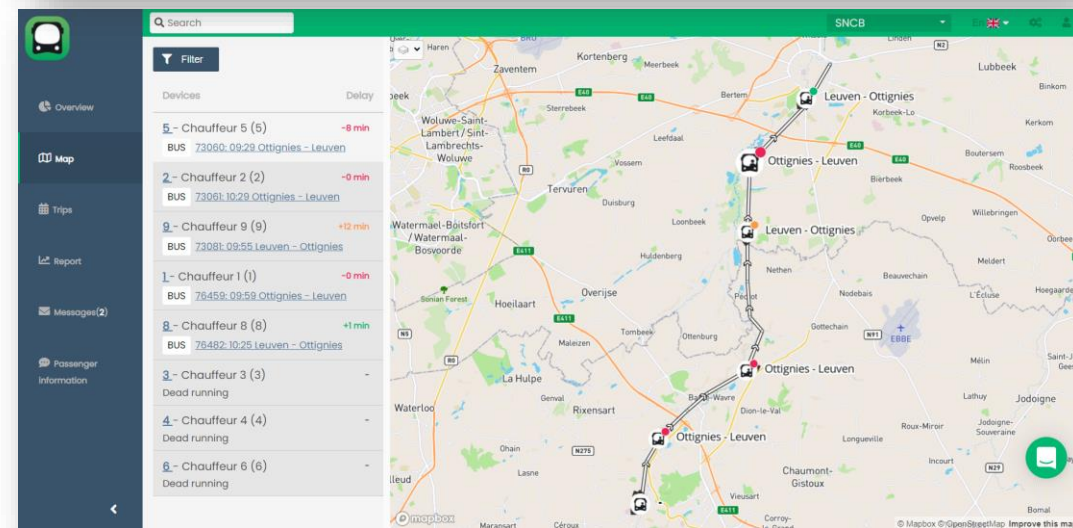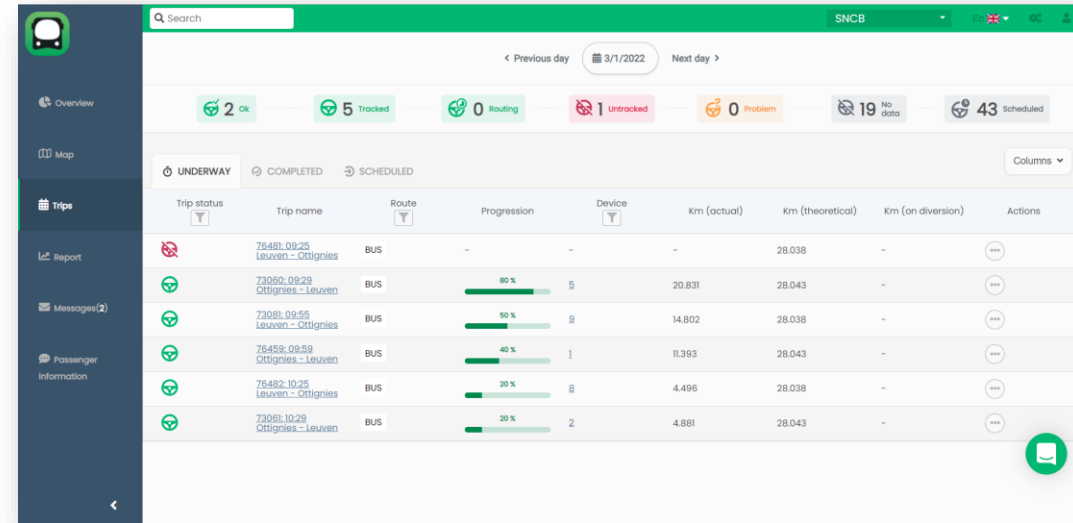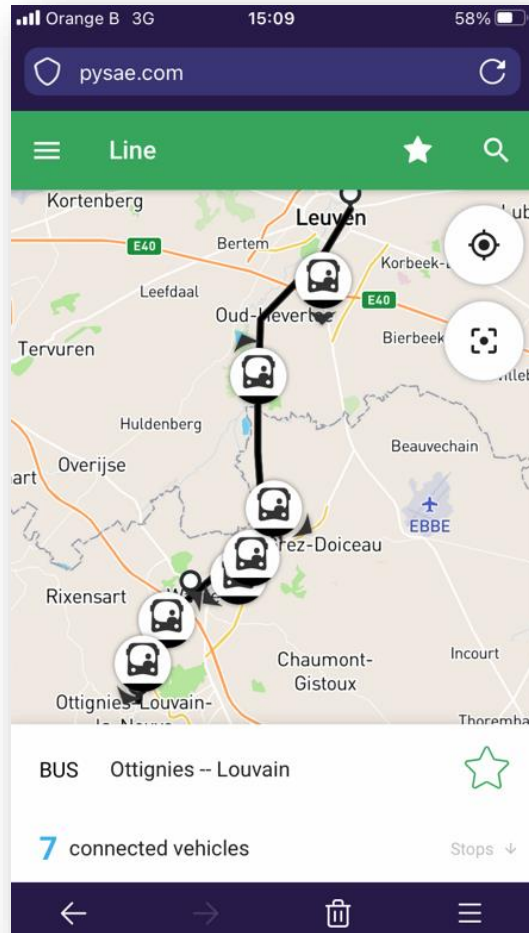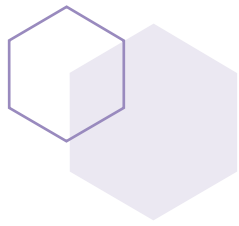
THANK YOU

Our team

✉ innovation@sncb.be