

## **Network Rail's Investment in People Counting Technology Uncovers New Revenue-Maximization Opportunities for Retail, Food, Drink**

Britain's largest train stations are increasingly popular destinations for retail, food and drink – in addition to those traveling by rail. That's what the data from more than 1,700 discreet sensors deployed throughout Network Rail's largest train stations uncovered in its effort to discover not just how *many* people use its stations – but actually *how* they use them as part of its goal to improve passenger perception.

Network Rail, which owns and operates Britain's rail infrastructure, has undertaken the aggressive project in collaboration with PFM Footfall Intelligence to raise customer service standards – as well as the standards of its people, processes and facilities – at its Managed Station concepts. These large complex stations are usually situated in the hearts of city centers and often are of historical, architectural and engineering significance.

PFM Footfall Intelligence sensors have been integrated into station access points, platforms, retail outlets, washrooms, left luggage and other areas. The sensors discreetly detect individuals by their body heat – so personal identities and privacy are not compromised – in an effort to gain unique insights into a particular station and across the Network Rail estate. Data collected by the sensors is passed into PFM's database management tool, which reports crucial information to key station personnel throughout the day via a near real-time dashboard.

The solution gives rich insight into how many customers use Network Rail's stations – and in what capacity they use them. A recent analysis, for example, found tens of millions of people visit the stations each year to shop, eat and drink – in addition to those who travel by rail. The finding validated National Rail's strategy of adding "must-visit" retail destinations across its portfolio of stations to improve the customer experience and open up additional lines of revenue. All profits from Network Rail's commercial activity are re-invested in the railway to help build a safer, more reliable and growing network for its passengers and freight users.

The intelligent system can also uncover other customer-centered information like traffic patterns that are unique to specific times of day and days of the week; which spaces and facilities, like washrooms, are utilised the most and the least; and shopping-traffic patterns. That data can be leveraged to make a number of strategic improvements – including customer flow throughout a station; spatial optimisation; or even the strategic adjustment of advertising rates in high-traffic areas. With passenger numbers expected to double over the next 15 years it is becoming increasingly critical to understand the customer journey through our rail network and interaction with the facilities provided in our stations.

"PFM has a track record of delivering customer-focused solutions within complex environments such as that of Network Rail," says David Sturdy, managing director of PFM Footfall Intelligence. "Our wealth of experience in managing and translating data into accurate, meaningful information has always been a central emphasis of our work, helping to deliver enhanced customer experiences."

Network Rail run, maintain and develop Britain's rail tracks, signaling, bridges, tunnels, level crossings, viaducts and 17 key stations. They are improving the rail network, providing faster, more frequent and more reliable journeys between Britain's towns and cities. This is bringing people and businesses closer together, making Britain more competitive and a better place to do business. [www.networkrail.co.uk](http://www.networkrail.co.uk)

**About PFM Footfall Intelligence**

PFM is the oldest counting company in the world offering a unique range of equipment and bespoke software. Designing and manufacturing in house, PFM is able to offer a cost effective solution to any customer requirements backed up with high quality after sale support. [www.pfm-intelligence.com](http://www.pfm-intelligence.com)