UNDERSTAND THE JOURNEY PATTERNS TO ENHANCE THE PASSENGER EXPERIENCE
Passenger experience is the most important performance indicator for mass transit system operators, and the starting point to optimise passenger experience involves understanding their journey. Naia is Thales’ Big Data Analytics tool for Passenger Journeys, transforming data into mobility insights.

WHAT ARE THE ANTICIPATED BENEFITS?
- Increase stream of revenues through better marketing campaign, advertising campaigns
- Increase fare collection revenue through better planning of fare policy
- Increase customer satisfaction by optimising the timetable using passenger flow information
- Savings on the deployment of customer service resources
- ZERO manual surveys target
THALES DIGITAL SERVICES

NAIA
Passenger Journey Analytics

BOOST PASSENGER EXPERIENCE
Transportation Industry Trends
- Ridership growth
- Increasing demand for better passenger experience
- Increasing network complexity
- Increasing operating costs
- Digital transformation

Simplifying the complexity of Passenger Journeys
Naia assesses the performance of the urban rail network by processing the existing data from the network (ticketing data, entries and exits) to deliver ‘every 15 minutes’ the number of passenger per train, per platform and per station. Our high technology solution delivers 3 KPIs: train occupancy, platform crowding and missed trains. These KPIs empower operators to analyse, plan and adapt the capacity of the lines and train services, ultimately giving riders a better commuting experience.

Key Benefits
- Help metro operators to monetize big data
- Detect friction points in traffic flow
- Discover and adapt to passenger behaviours
- Support decision making
- Eliminate costly and error-prone human surveys

BIG DATA ANALYTICS AS A SERVICE
Design-Thinking approach and powerful user experience
Naia is a Big Data Analytics Tool, offered as a cost-effective service. Using design thinking and an iterative process, we deliver a seamless user experience, creating a website platform that is customised to your specific needs.

Cost-effective Solution
The application is delivered using a Software-as-a-Service approach which reduces the initial capital investment – this cost-effective solution will make use of data that already exists in the system. The data is securely collected, stored and processed to anonymously reconstruct the journey of every single passenger, leading to highly accurate key performance indicators. Thus, the only requirement is providing Thales with the data, and we will take care of the rest.

POWERFUL CUSTOMER FEEDBACK
“Train Occupancy and Platform Crowding Analytics for MTR brings us many useful train service information, which supports us in performance monitoring and service planning for our expanding network.” - Stephen Lau, Manager – Market Analysis & Planning, MTR Corporation Limited

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