



bai communications

Why connectivity is the key for passengers

Continuous connectivity research — London report

BAI Communications' 2019 *Continuous connectivity research report* asked 2,538 rail users in five global cities (London, Hong Kong, New York, Sydney and Toronto) about their travel experiences and expectations. It arrived at three global findings:

- Innovative transport systems are a defining feature of smart, world-class cities.
- Commuters require continuous connectivity to realise the benefits of living in a smart city.
- Continuous connectivity can transform cities, helping citizens to be happier and more productive, and organisations to innovate and prosper.

London respondents indicated in the survey that they recognise the benefits of continuous digital connectivity across their rail journey, and have a clear sense of how public transport can improve their productivity and happiness. They also take their connectivity seriously, with two-thirds saying they would change to a competitor for better coverage on rail networks.



London is the tech capital of Europe and high-quality digital connectivity is vital to retaining its place at the top of the charts. These results from BAI Communications' report show that as technology evolves, transport must adapt to maximise its impact and offer passengers more than just a way of getting from A to B. Better connectivity will make the daily commute easier, increase productivity and make London a more attractive place for investment.

— Jasmine Whitbread, CEO, London First



Transport innovation: encouraging commuters to commute

London respondents were near-unanimous (99%) in their view that public transport should do more than just get them from 'A to B'. Further, 80% believed technology innovations (such as real-time service information, contactless payment systems and apps for planning and booking trips) were changing or increasing their use of such services. Cleanliness (78%), safety (77%) and reliability (75%) were their chief expectations from a rail network, and Londoners are particularly proud of the contactless card system, with 49% of the respondents saying it had changed or increased their use of public transport.

Technology innovations are changing or increasing the use of public transport

Which of the following advances in transport related technology have increased your use of public transport, or changed the way you use public transport?



44% Apps that make planning routes easier



47% Real time information on public transport



49% Contactless payment systems

This fits with the city's strong position as a digital innovation hub and shows that connectivity-enabled smart services aren't just vital to the city's future prosperity – they're also highly valued by the public.



With the UK on the cusp of a 5G revolution, improved digital infrastructure has the potential to revolutionise transport. These results show that it is essential that the UK is ready to realise the benefits of these technological advances and meet the expectations of passengers. From supporting autonomous vehicles to being able to stream TV shows on our daily commute, continuous connectivity will change the way we travel for good. That is why techUK has been working with members, like BAI Communications, to support rail and transport providers and city authorities as they develop the roadmap for new connected transport systems.

— Julian David, CEO, techUK



Smart cities: productive and connected

Smart cities use electronic data collection sensors to supply information that is used to more efficiently manage infrastructure and resources. Transport operators, for example, can use the data gathered to provide travellers with real-time service information, more efficiently schedule their services and detect potential interruptions before they become major problems.

Connectivity is the key for commuters to access these smart services and information as needed. Londoners concur: 95% of respondents agreed that rail networks should offer digital connectivity and 90% agreed that world-class cities should offer seamless wireless coverage above and below ground.

Safety was a key reason, with 98% saying they wanted to see connectivity-related safety features (such as cameras, sensors and connectivity to make contacting emergency services easier). In fact, 81% of London respondents said improved safety would make them change their behaviour, with 40% saying they would travel later at night if the network was safer, 39% saying they would use the rail network more and 31% saying they would use fewer taxis or Ubers.

Seamless mobile coverage is vital

All world class cities should have seamless mobile /cell coverage above and below ground

38% Strongly agree



9% Disagree



52% Agree

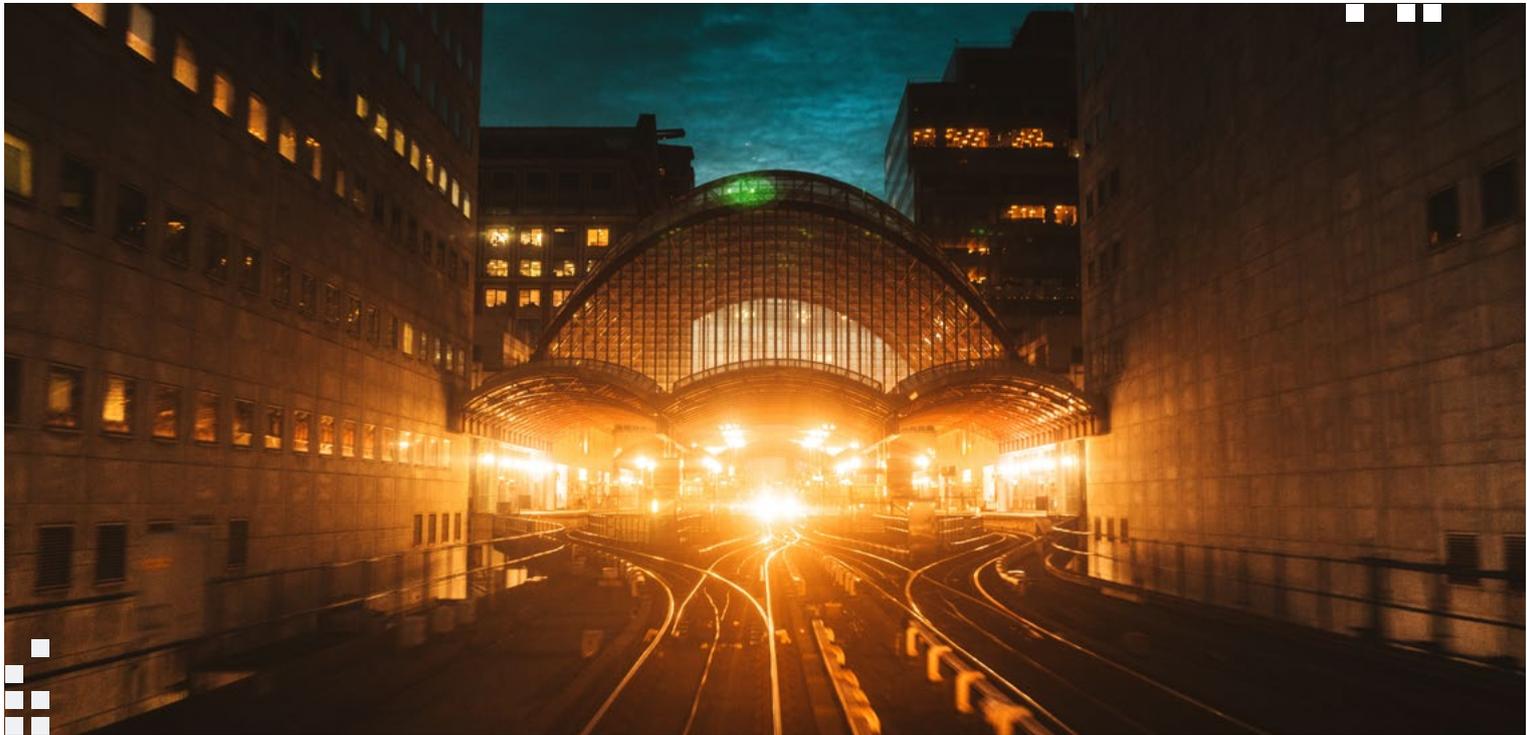


1% Strongly disagree

As cities and services become smarter, they will enable what mobility futures consultant and transportation researcher Adam Cohen calls 'mobility on demand'. It's the key to achieving an integrated public transport system: "Mobility on demand enables consumers to access mobility, goods and services on demand," he notes, "by dispatching or using shared mobility, delivery services and public transportation solutions through an integrated and connected multi-modal network."

Further benefits would likely include increased productivity and efficiency for transport authorities, greater use of services and improved commercial partnership opportunities (based around data sharing and mass customisation).

This is critical for transport authorities, especially as new competitors (like ride-sharing services) enter the space. Cohen is blunt on the risk for public transport: "If travellers don't have a first-rate experience, they can go elsewhere."



Technological transformation: not just for safety and convenience

Rail commuters take their connectivity seriously: 77% of London respondents said they'd think less of a mobile carrier if it couldn't deliver high-quality mobile signals across the network; 64% said they'd consider changing mobile carriers if a competitor offered better coverage on the rail network; and 58% said they'd consider changing if they experienced poor coverage on the rail network.

Connectivity can do even more for Londoners than help provide a better commute. 90% agreed it could play a role in improving their quality of life. This includes 53% who said they'd be able to arrive at their destination relaxed and happy; 46% who said they'd enjoy some 'me time' free from distractions; and 34% who said they'd be able to keep more connected with friends and family.

But the benefits don't stop there. If they could work efficiently on their commute, 57% of London respondents would anticipate changing their working hours, 41% would expect career improvements and 39% would consider moving house.

London rail users are seeking innovation in transport across their cities

Innovation in transport is an important part of modern cities

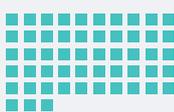
Total agree:

96%

43% Strongly agree



53% Agree



3% Disagree



1% Strongly disagree



I would prefer my government to invest in smarter public transport than roads

Total agree:

77%

28% Strongly agree



49% Agree



21% Disagree



2% Strongly disagree



Technology advancements in metropolitan areas that improve public transport, connectivity, help ease traffic, or improve the environment are important to me

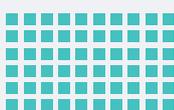
Total agree:

93%

33% Strongly agree



60% Agree



7% Disagree



0% Strongly disagree

In 10 years' time my city will have driverless public transport options

Total agree:

74%

25% Strongly agree



50% Agree



23% Disagree



<3% Strongly disagree





Conclusions

We believe these survey results will reflect many major cities in the UK and identify important trends in public attitudes towards travel. Passengers recognise the benefits of digital connectivity and how improved public transport plays an important role in both happiness and productivity. This is important for personal choices too: two-thirds say they would change to a new mobile network for better coverage while travelling on the railway, others might move home or improve their careers.

These results are a summary from the global research paper, the *Continuous connectivity research report*.

Download the full report:
www.baicommunications.com/continuousconnectivityreport/

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