Define CS, fit into CC

CUSTOMER SEGMENT(S) — CS

Customer needs should be the starting point of the provision of services. To this end, Dutch Railways uses a segmentation
A public transport smart card is ideal customer segmentation allows a better understanding of how customers are Estimation method for railway passengers train choice behavior with smart card transaction .

CUSTOMER CONSTRAINTS — CC

Smart ticketing systems and other new technologies are   revolution how passengers experience rail transport   with flexible remote journey planning and purchasing the order of the day. But when it comes to customer service   there's still no substitute for a friendly face.

AVAILABLE SOLUTIONS — AS

this paper deals with the new model of Automatic Ticket Vending Machine (ATVM) for Indian Railways which will make it smart and secure.
The purpose of this project is to enable cashless payment through a biometric device. As each and every person has a unique fingerprint, they can store it in already existing ATVM database or they can link it to AADHAR card.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

JOBS-TO-BE-DONE / PROBLEMS — J&P

SMART railway or at a rail grade crossing, such as a stalled vehicle on the tracks or a crossing gate malfunction which can be found on the blue and white Emergency Notification System(ENS) sign. The Department of Transportation assigns a unique number to every smart railroad crossing for easy identification.
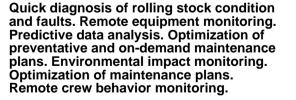
PROBLEM ROOT CAUSE — RC

Lack of Flexibility to Another disadvantage of railway transport is its inflexibility. Its routes and timings cannot be adjusted to individual requirements. Lack of Door to Door Service to Rail transport cannot provide door to door service as it is tied to a particular track. Intermediate loading or unloading involves greater cost, more wear .

BEHAVIOUR — BE

The analysis is focused on the before and after comparison of travel choice behavior of passengers when the railway company changed the train timetable. The individual passenger's passing times at the entrance and exit ticket gates of origin and destination stations were aggregated for a small discrete time interval in a day.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

YOUR SOLUTION — SL

Quick diagnosis of rolling stock condition and faults. Remote equipment monitoring. Predictive data analysis. Optimization of preventative and on-demand maintenance plans. Environmental impact monitoring. Optimization of maintenance plans. Remote crew behavior monitoring.

CH

Identify strong TR & EM