

TravelBuddy

Messaging for Care-Free Traveling

POWERED BY



CROWD
POLICY

Future Greek Rail Hackathon

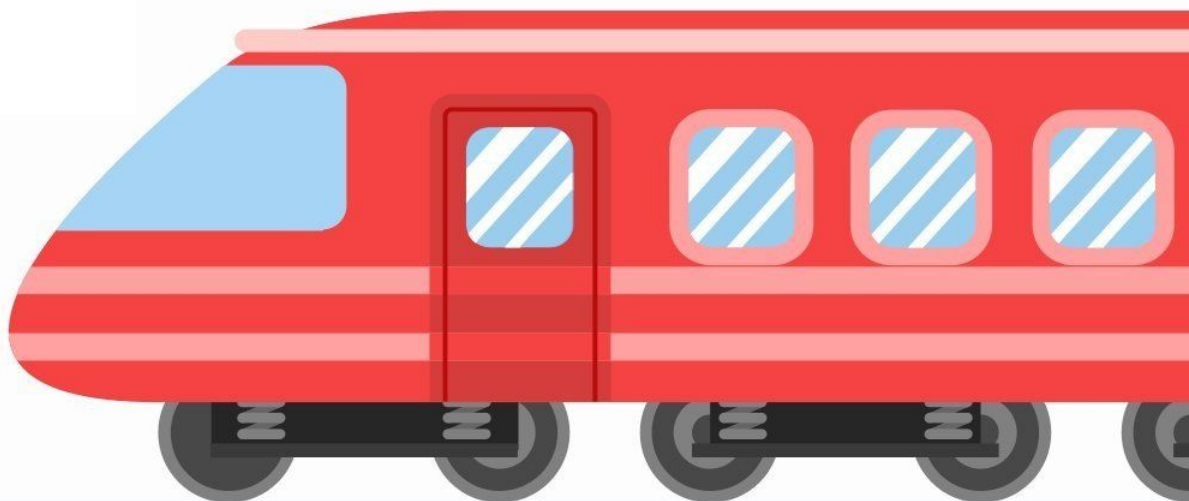
23-24 October 2021

Data Minds

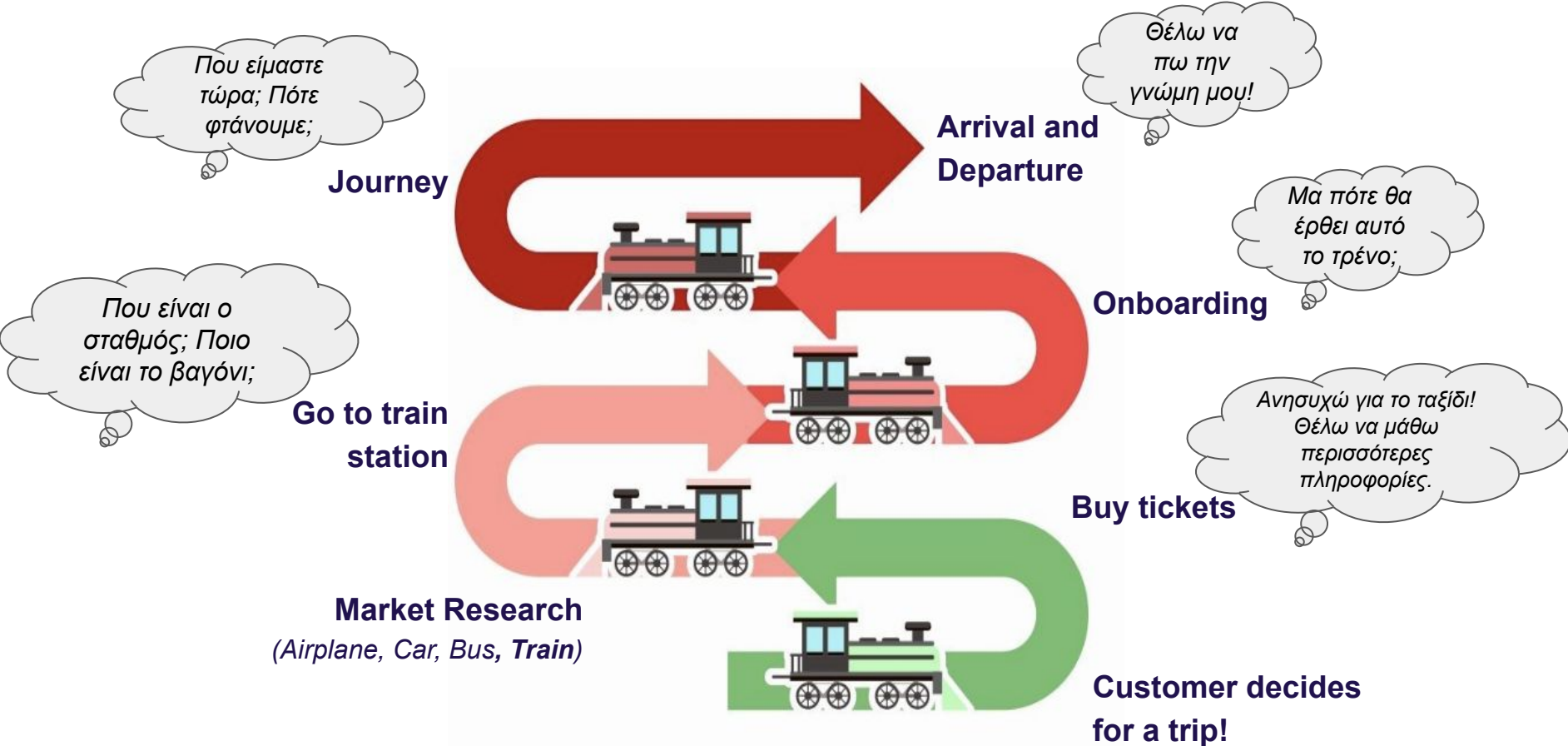
Παναγιώτης Παπαεμμανουήλ
Λάζαρος Πασχαλίδης
Γεώργιος Πανογεώργος

Θεματικές ενότητες

- Εμπειρία επιβάτη
- Μηχανισμοί ενημέρωσης



Typical Customer Journey in Rail industry





TravelBuddy

Messaging for Care-Free Traveling.



***Automated and Personalized messaging to
improve Customer Engagement and
Satisfaction.***



Example Scenarios

Real-time **notifications** about
delays and cancelations

Real-time **updates**
about sightseeing

Mobile **Marketing**
and **Promotions**
from OSE's
marketing dept.

Detailed
information before
the trip!

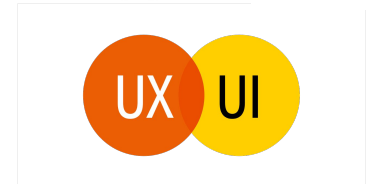
A stylized illustration of the front of a train. The train has a grey body, a large windshield, and a row of six circular lights (red, red, pink, green, green, blue) above the windshield. A red banner with white text is overlaid across the middle of the train. Below the banner, the train's headlights and front bumper are visible.

*Connect with your customers at
every step of their journey!*

Collect meaningful and
valuable **feedback** after the
trip (*personalized feedback
forms*).

Technical Considerations

- **TravelBuddy** is a Back Office system that integrates with your existing IT Infrastructure.
- Messaging app works on top of your **CRM** system and your **Data Analytics** Pipeline.
- **Messaging APIs** (SMS, Viber, Email) and **3rd Party APIs** (Weather, Google maps, traffic reports)
- Design **data-driven scenarios** powered by **AI**.
- 100% **GDPR Compliant**



- Step-by-step**
- *Collect Customer Data*
 - *Apply Data Analytics to extract valuable insights and design user stories*
 - *Connect and Engage with your Customers*

DEMO!

(Check your smartphones and imagine that you're a customer of OSE)

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Contact Details

Παναγιώτης Παπαεμμανουήλ

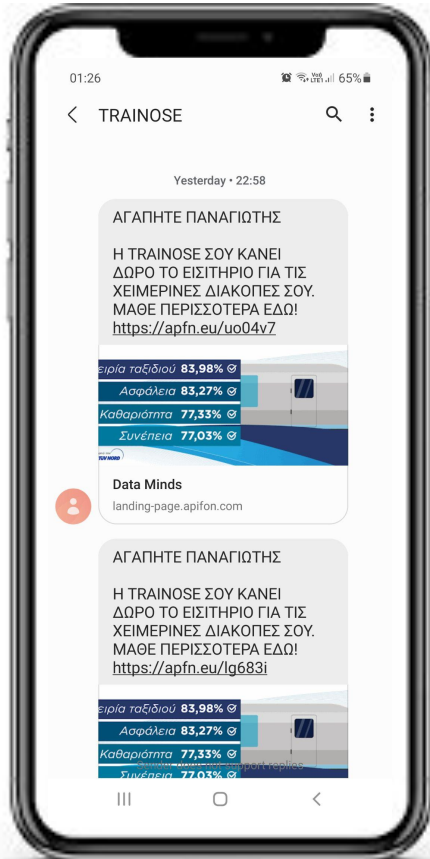
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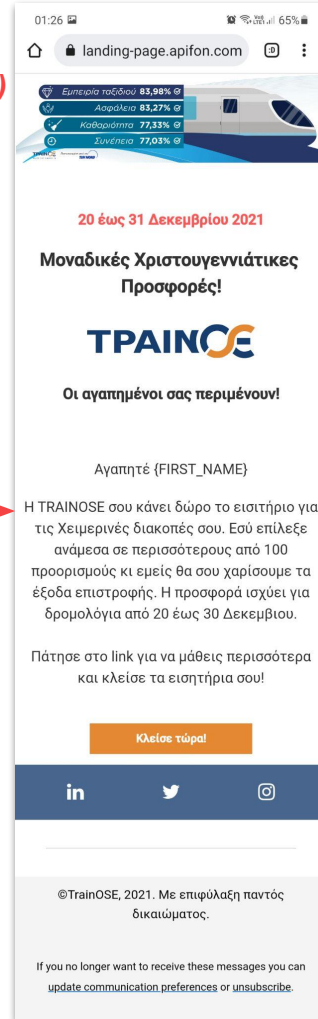
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Screenshots

SMS



Marketing Campaign (Personalized Landing Page)



Personalized Feedback Page

