

## SBB CFF FFS KIB – Customer Information at Train Stations

“Arriving on track 17 is the InterRegio to Baden, Aarau, Olten and Bern. Departure at 3:06 pm. First-class sectors A and C. Second-class sectors A, B and C,” announces the familiar voice in Zurich’s Central Station. Passengers receive the information that is important to them regarding the complex train schedule in just seconds. To be informed is an essential customer need. Automatically generated information is provided over loudspeakers and on display boards at over 680 train stations each day in Switzerland. But how does this automatic operation function? What benefits do SBB and train passengers receive from this system, which is known as KIB (Kundeninformation am Bahnhof – Customer Information at Train Stations)?

### The SBB’s requirements

The SBB has travelled an authentic success story along the rails of time. The need of the masses to be on the move, whether in their leisure time or in the hectic everyday business world, continues unabated and demands far more from trains than to merely transport people from point A to point B. **Over 322 million guests** rely on secure, clean, on-time, Swiss rail services **each year**. Customers have high expectations: They want to be well taken care of and informed and they want to arrive on time.

The KIB system (Kundeninformation am Bahnhof – Customer Information at Train Stations) set a new course to precisely meet these requirements. The SBB’s vision was to provide “the right information, in the right place, at the right time and in the right way.”

For an optimal customer information system at train stations this means:

- A higher level of automation is needed due to the large volume of information that is published daily throughout Switzerland.
- The scope of the potential operational situations about which information should be provided requires a large degree of flexibility and configurability.
- It must be possible to control a wide variety of media, such as loudspeakers and display types.
- A powerfully, yet clearly laid-out user interface is needed to enable local know-how to flow into the information disseminated, particularly when problems arise.

SBB created an overlapping platform in advance with the aim of being able to offer customer information throughout Switzerland through a variety of channels. The customer information at train stations (KIB) is of central importance to rail travelers.

### Our solution

The Intrasoft engineers took on the challenge and designed and developed the KIB solution until it was ready for production. Intrasoft is also a reliable partner for the SBB, providing maintenance during the operational phase.



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**Anton Fluri –  
Head of Customer  
Information Projects  
SBB**

“Today we can provide information about the current traffic situation and connections to public transportation employees and also directly to our customers. More and more travelers benefit from this progress each day.”

With CUS, a central information provider, an infrastructure was built that can provide schedules, anticipated delays and the effective operational situation in a uniform format. And even smaller train stations have since been equipped with output media, such as loudspeakers and displays. What was lacking was the connecting element to enable the provision of information at train stations in the right form at the right time and in the right place. Thus was born KIB – Customer Information at Train Stations.

The KIB client server system is in charge of packaging the existing operational information in a format appropriate for the media and then publishing it. This is no easy task, but one that is solved by KIB:

- A comprehensive body of rules determines the situation in which each individual train is found: Is it running according to schedule or it is delayed? Has the track changed, or has it been complete eliminated? Each situation requires a different display of information.
- Once the information has been determined for a train, the optical and acoustic contents are compiled:

**Optically:** Depending on the type of display – a modern LCD display or a split-flap display – the proper text or flaps for the time, train constellation, route, destination and other information must be selected. A flexible body of rules evaluates and prioritizes the information and makes the best possible selection.

**Acoustically:** From a range of 30,000 mp3 files, over 300 different sentences in 4 languages can be composed for announcements of all kinds. A comprehensive body of rules determines the sentences that describe a predefined situation and fills in the gaps with information about the train

- A clever time control mechanism issues the prepared information announcements at the right time through the output media.

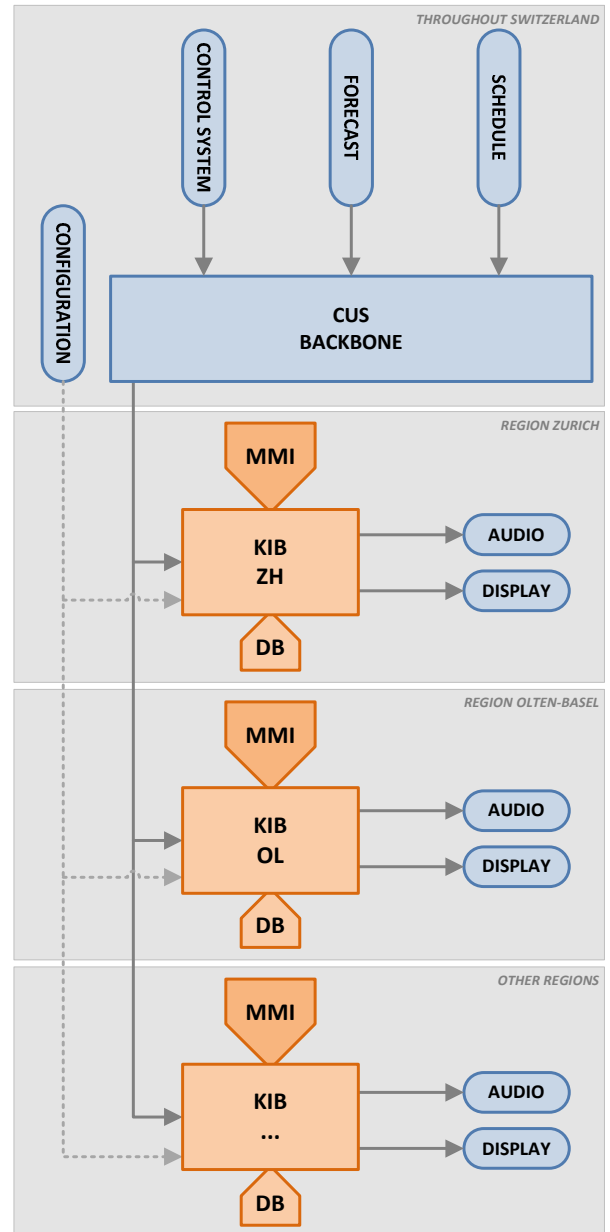
In this way, the customer information systems at train stations function fully automatically. The status of the operation and the system can be monitored through a client (MMI). Interventions can be made at any time for planning and operational purposes.

### The benefits for SBB and its customers

Intrasoft has supplied SBB with customer information systems for 10 years. With KIB, it was possible for the first time to successfully automate the complex operation of the Zurich Central Station and thereby place a comprehensive customer information system into operation.

The KIB system guarantees a uniform system throughout Switzerland, which extensively provides automated high-quality customer information at train stations.

Informed customers are satisfied customers, particularly when train operation does not run as it should. KIB makes it possible.



Intrasoft's individual solutions are an investment that will also pay out for you. Just ask us.

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