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Planning

Journey Advice and next best action Proof of Concept (PIN only)

More titles:

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London North Eastern Railway Ltd.

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-031894

Procurement identifiers (OCIDs): ocds-h6vhtk-03834a, ocds-h6vhtk-03834b

Published 10 November 2022, 4:22pm

Section I: Contracting entity

I.1) Name and addresses

London North Eastern Railway Ltd.

York

Email

anke.tymens@lner.co.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.lner.co.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Journey Advice and next best action Proof of Concept (PIN only)

Reference number

DN1425

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

LNER is continually looking for innovation that can address our customer pain points through their journeys on Rail. This innovation can be stimulated by LNER under our innovation remit, to look for solutions to pain points we have identified, and then canvass the market for an adaptable solution. If there is no solution apparent, LNER has budget to investigate with third parties a proof of concept or pilot to validate our hypothesis.

Pain Point description:

Ticket journey advice was highlighted as a pain point by station managers at LNER stations. Customers arriving at stations are not always clear on the most appropriate train

service, carrier and platform for their journey. There is further evidence commissioned by our research and insight team that rail customers are not clear on the validity of a ticket and which services it is appropriate for. This pain point applies to both non disruption and disruption periods on the rail network. However disruption brings a greater need for clear information in the moment regarding alternative travel options.

LNER believes that information sources do exist to advise customers, but the key information needed to allow a customer to decide the next best action for their journey is not surfaced to the customer in an easy to digest manner.

Challenge statement:

“How might we provide our customers with simple, personalised and timely information in the moment on their journey with using the ticket in their hand, so they can make the best travel decisions appropriate to their needs at that moment”

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Solution outline:

We are open to proposals for a pilot system in the following formats:

- No-code solution (to fit tablet or large-scale digital screen), with demonstratable proof that the data sources/extracts supporting the no code application are available and could be accessed in real time if a live working prototype was subsequently developed.
- An application prototype (to fit tablet or large scale digital screen), which has integration to key rail systems to obtain the necessary data.

Both the above approaches should be able to demonstrate an easy to understand user interface which allows a ticket holder to be fully informed and make the best decision for their onward journey. Attached with this PIN is further information from LNER on the systems we believe are available to address this challenge and a simple ideation of the

type of information the customer interface may well convey.

Any use of public or private data sources to address the challenge should be compliant with GDPR rules around use of personalised data.

An agile approach to accurately delivering requirements to time, cost and quality, in addition to having the scope and capability to further develop at pace, as requested by LNER, is a fundamental requirement.

Project completion and success criteria:

The award of this pilot/proof of concept to any party does not infer a commitment to purchase a long term solution from the provider. The successful applicant is expected to report in line with our innovation key measures below :-

Desirability - Do users have a need for this service and how important is that need. What does a successful implementation look like for users. (pre pilot research and pilot feedback)

Feasibility - Can it fit in with LNER existing core business operations and are any new capabilities requiring to be built to deliver to meet the objectives.

Viability - Is there an implementation (based on Pilot feedback) which is sustainable for LNER to implement or would likely lead to a viable business case in the future.

Period of Pilot / Proof of concept:

For this challenge, LNER are open to suggestions and reasoning from the applicant on the length of time needed to measure success. For initial guidance, LNER would not expect a pilot period longer than 3 months (which should allow opportunity for a number of 'disruptive' rail days).

II.3) Estimated date of publication of contract notice

12 December 2022

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Journey Advice and next best action Proof of Concept (PIN only)

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Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section VI. Complementary information

VI.3) Additional information

Applicants are requested to complete the questionnaire at <https://forms.office.com/r/XLxZHLiSVi> to give initial insights.

Please contact anke.tymens@lner.co.uk to request an appendix to provide greater guidance on the known information sources which LNER have assessed to be available and the access endpoints. The developer API guidance for each endpoint is not provided and suppliers will require to assess suitability themselves with the information providers. The appendix provided is for guidance and suppliers are able to submit their own designs and data access points as part of their proposal.