

New Cross-boundary Railway Service Brings Brand New Travelling Experience to Passengers

The much awaited commencement of the Guangzhou-Shenzhen-Hong Kong High Speed Rail (Hong Kong Section) in September 2018 will bring passengers an additional cross-boundary railway connection to Mainland China with customer-oriented services and a wide range of station facilities to fulfil their needs.

To help passengers find their way around the 400,000-square-metre Hong Kong West Kowloon Station, 1,500 signs have been installed, while customers can also see real-time train service information and boarding status from about 170 passenger information display screens located at different levels of the station. A wide range of facilities will be available in the station to serve customers with different needs, including 12 baby care rooms, 15 toilets for persons with disabilities and barrier-free access points. There is a spacious waiting hall where passengers can rest before they board their train, and also an exclusive waiting room is provided to first-class passengers.

“The scale of the station, type of railway service and customer mix for the Guangzhou-Shenzhen-Hong Kong High Speed Rail (Hong Kong Section) is different from any of the railway lines in the MTR network. Comprehensive planning has been carried out for High Speed Rail service to ensure customers will experience smooth processes at every stage of their journey from planning of their trip to ticket purchase through to their customer experience at the station and boarding the train. To understand the core needs of the majority of passengers, we arranged passenger focus groups and conducted surveys in the planning stage to listen to customers’ needs and expectations, which greatly helped us in shaping our high-quality High Speed Rail service,” said Ms Jeny Yeung, Commercial Director of MTR Corporation at a media briefing today (26 July 2018).

“Apart from the new systems and staff, the opening of the High Speed Rail service is going to bring us a new group of customers. At the initial stage of opening, both our staff and customers will need some time to familiarise themselves with the new station as well as the new services. Passengers are accordingly advised to arrive at the Hong Kong West Kowloon Station a bit earlier to allow sufficient time to go through the necessary processes, such as ticket purchase or redemption and security checks, as well as clearance procedures for both the Hong Kong and Mainland port areas, before boarding the train,” Ms Yeung added.

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Mr Francis Li, Chief of Operating – High Speed Rail of MTR Corporation today unveiled the new High Speed Rail staff uniforms for the train crew members and station staff. The uniform designs showcase the friendly and welcoming service, as well as the professional image of the High Speed Rail. The combination of navy blue, light grey and white creates an energetic and warm feeling. Trimmings in bright orange, the theme colour of the High Speed Rail, further highlight the refreshing and dynamic outlook of the uniform.

“We make every effort to provide our caring service. Training for customer-facing staff is now in full swing to ensure that high quality customer service is provided in the High Speed Rail (Hong Kong Section),” said Mr Li.

The trial operations entered the critical stage from July. All 400 planned drills and exercises have taken place, the latest was completed last Friday (20 July), which marked a milestone in the process of trial operations. The Corporation expresses its gratitude to the emergency services and law enforcement agencies for their support during the exercises, and to hundreds of MTR colleagues who participated in the three days of major exercises from 18 to 20 July.

Extensive testing on various station facilities and systems will continue before the commencement of High Speed Rail so as to ensure that customers enjoy high quality services from the opening day.

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About MTR Corporation

MTR Corporation is regarded as one of the world's leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.8 million passenger trips are made on a normal week day. Another 6.5 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

Photo caption:

1. (From left) Ms Annie Leung, General Manager – Customer Experience Development, Ms Jeny Yeung, Commercial Director, Mr Francis Li, Chief of Operating – High Speed Rail and Ms Linda So, Corporate Affairs Director of MTR Corporation present the caring customer services of High Speed Rail.



2. Mr Francis Li, Chief of Operating – High Speed Rail of the MTR Corporation unveils the new uniforms for High Speed Rail train crew members.



3. The professional and refreshing look of the High Speed Rail uniforms stands out at the station.



Guangzhou-Shenzhen-Hong Kong High Speed Rail Uniforms for train pursers, train captains and station staff

- Summer uniform and winter uniform
- Uniforms includes shirt, trousers, vest, blazer and overcoat
- The uniforms combine the colours of navy blue, light grey and white, and are adorned with bright orange, the theme colour of High Speed Rail
- The design showcases a dynamic outlook and professional image

