

MTR Corporation Awarded “Hong Kong Digital Transformer of the Year” by IDC

In recognition of its relentless efforts to enhance customer experience through digital initiatives under the Rail Gen 2.0 programme to provide more personalised services, the MTR Corporation was named as the “Hong Kong Digital Transformer of the Year” 2017 by IDC in its inaugural Digital Transformation Awards (DX Awards).

The DX Awards gives recognition to institutions that have significantly transformed markets using digital and disruptive technologies across the Asia Pacific region. The Corporation was selected as the “Hong Kong Digital Transformer of the Year” amongst numerous high quality nominations from organisations across multiple industries in Hong Kong.

Leveraging on new technology, MTR launched a new series of digital initiatives under the Rail Gen 2.0 programme in September this year to provide more personalised services to customers while facilitating smooth railway operations.

The initiatives include the enhancement of the MTR Mobile app, which has around 3.3 million downloads. Digital technologies utilised in these initiatives include:

- Artificial Intelligence to help passengers identify the most suitable ticket types
- Beacon technology to enable indoor navigation inside mega stations, with Admiralty Station as the pilot station
- Internet of Things (IoT) and geo-location technology to provide real-time schedules of feeder bus services
- Data sharing with our digital partner to provide passengers with comprehensive alternative transport information when incidents occur

“We are very proud that our consistent efforts to deliver a more personalised digital experience to our customers to make their MTR journeys more comfortable and convenient are recognised and honoured with this award. This will definitely serve as an encouragement for us to make continuous improvements to our digital initiatives under Rail Gen 2.0 programme. We will continue to take heed of customers’ feedback and strive to suit their changing needs, while closely monitoring the development of digital technologies to enhance our services,” said Ms Jeny Yeung, Commercial Director of MTR Corporation.

“We are pleased to see this recognition of our latest digital initiatives that were put together with the combined efforts of our information technology, marketing and operations teams. The use of technologies to enrich and personalise customer experience is now the driving force in many industries,” said Mr Ted Suen, Head of Information Technology of MTR Corporation.

Being the winner of the Hong Kong award, MTR Corporation is shortlisted for the regional DX Awards competition and will compete with winners from various Asia Pacific countries for the regional Digital Transformer of the Year award.

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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 5.6 million passenger trips are made on a normal week day. Another 5.6 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.