



# SMART STATIONS IN SMART CITIES

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## TRANSFORM THE CUSTOMER'S EXPERIENCE IN A TRAIN STATION WITH AN OMNISCANAL FOOD & BEVERAGE OFFER

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France and Northern Europe



UNDER THE HIGH PATRONAGE OF



ORGANISERS



## AREAS' OFFERING FOR PARIS GARE DU NORD

- ❖ Transforming railway stations into innovative hubs and enhancing the experience of travelers and visitors.



## A UNIQUE CATERING AND SERVICES OFFER FOCUSED ON:

- ❖ The every-day needs of travelers and visitors in the station,
- ❖ A wide range of reputed brands and concepts created by well-known local and international personalities in the world of gastronomy,
- ❖ The integration of digital systems designed to meet passenger needs and offering efficient services.

# A WIDE RANGE OF REPUTED BRANDS AND CREATED CONCEPTS



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# INTERNATIONAL BRANDS

**FIVE GUYS**



New York Bakery Craft  
**FACTORY&CO**  
HOMEMADE SINCE 1989



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# LOCAL AND REGIONAL BRANDS

**B A R A**  
THIERRY BRETON



  
ROBERTA

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areas

# CULINARY INNOVATION



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## MEETING PASSENGERS NEEDS WITH DIGITAL TRANSFORMATION

- ❖ Development of a smart application with a wide range of innovative services: Wiiish
- ❖ Unlimited “marketplace” access to a selection of concepts enabling travelers to place orders and have them delivered to the station.

Choose, order and savor!



## MEETING PASSENGERS NEEDS WITH DIGITAL TRANSFORMATION

- ❖ Wiiiish : so that travelers can make they time for efficient in just a few clicks:
  - ❖ Real-time directory app,
  - ❖ Click & collect with fast track line,
  - ❖ Click & delivery,
  - ❖ Communication, customer's feedback.

## CONCLUSION

- ❖ Areas transforms the customer's experience through an omnicanal food and beverage offer by:
  - ❖ Meeting SNCF's challenge to transform railway stations into modern and innovative hubs,
  - ❖ Enhancing the experience of travelers and visitors with an efficient "marketplace" app.



THANK YOU  
GRACIAS

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