About me

Anna Fahlkrans
Business Development Manager, SJ
In charge of SJ Labs
About SJ

130,000 passengers per day
4,500 employees
284 stations
We bring people closer together, every day
One journey by a single person on an X2000-train between Stockholm and Gothenburg generates carbon emissions corresponding to emissions from 0.5 ml of petrol, and we do it in a sustainable way.
SJ aims to be one of Sweden’s most digital companies

- Offer our customers popular digital channels
- Develop digital tools for our employees
- Continuously develop new technology at SJ Labs
In 2015 we accelerated our digital efforts by launching SJ Labs
About SJ Labs

Curious, continuously exploring new opportunities and technologies
User experience is always in the core
Never stop developing or learning
Not afraid of failure – an opportunity for knowledge and development!
We’re always in beta
SJ Labs – a fast track for innovation

A concept for development of prototypes and beta solutions, in iterations and in co-creation with customers and selected partners.

- Short projects, maximum 8 weeks
- Strict delimitations
- High degree of customer interaction
- Build 60-70%, then customer co-creation
A number of exciting launches to date...

- SJ Apple Watch App
- iBeacon
- Connection Guide
- the SJ Labs journey
- New X2000 in Virtual Reality
- Autonomous Busses in Kista
Would you consider having a small microchip under your skin?
As the first train operator in the world

- SJ Labs test implant NFC-chip as a ticket, with 2 500 customers registered
- The chip uses the same technology as contactless or mobile payments
Where should I stand?

- Finds the spot on the platform where the train door closest to your seat will be located
- The function uses GPS and the A,B,C….signs on the platform to guide the traveller
- Win-Win.
  - The customers feel less stress when boarding the train
  - The train can leave the station on time

"You can stop testing now. All the signs are lying here in a big pile!" //SJ Labs-user
the Great Sign Hunt

- ~1125 data points
- Took the help of our customers
- The best competitor was rewarded with SJ Prio-points
- From lab to be implemented as an everyday feature in SJ App
Find the way with our digital guide

- Guides travellers with Augmented Reality (AR)
- Aims to facilitate travellers to find the right way to and from the train
- Started testing at Stockholm Central.
- During the summer shutdown of the tracks south of Stockholm Central the plan is to extend the test to all customers traveling to/from Stockholm.
Hitta position


Följ sedan SJ-mynten för att komma rätt.

Försök att stå rakt framför symbolen när du skannar den och på ungefär en meters avstånd.

SKANNA KODEN
Success factors – SJ Labs

- Dedicated budget
- Acceptance and above all trust from CEO
- High customer involvement and transparency
- Access to expert competence
  - Implementing along with specialists and different start-ups
- A separate digital channel
- We're not afraid to fail - it as an opportunity for knowledge and development
  - We’re better than yesterday but not as good as tomorrow!
Whoever you are, wherever you’re going

Thank you!

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