

AI in Marketing, Efficiency & Passenger Relations in Public Transport

How public transport organisations use AI

Explore insights from an interactive workshop exchange by members of the UITP Marketing Committee. Discover how AI is streamlining internal operations—from tender analysis to board reporting—while reshaping customer care through smarter contact centres and real-time social listening. Learn how next-generation passenger information bots are enabling multilingual support, personalised disruption alerts, and step-by-step wayfinding. Discover practical use cases, key challenges, and the data, governance, and human skills needed to turn AI potential into operational value.

→ Generative AI for Internal Efficiency: How public transport organisations are rethinking the way they work

→ Generative AI in Customer Care & Social Listening: Transforming passenger relations in public transport

→ AI-powered Passenger Information Bots: Removing friction at every step of the journey

About AI, by AI – the Marketing Committee workshop was recorded and the text was written using AI followed by a human review.



→ Passengers in a busy station in Manila, Philippines © Charles Edward Cansino