

STARLINK

Starlink Increases WiFi NPS Score By 30%, Cuts Down Brightline's Onboard WiFi Issues By 50%, Reduces Collective Cost By 70%

Brightline, an eco-friendly commuter rail company with routes in South Florida became the first passenger train service in the world to adopt Starlink internet for its customers. The complementary offering to travelers is part of Brightline's guest-first, digital transformation of the rail industry experience.



One of Brightline's trains exiting the Miami, FL Station

Prior to Starlink, Brightline's trains relied on the cellular service for WiFi, traditionally the only option for businesses needing in motion internet service. However, cellular connectivity, with its high latency, low bandwidth, and reliability issues, was simply not keeping pace with the evolving needs of guests for access to video calls, streaming, and other high data rate activities.

Between installation, maintenance, middlemen and other hidden costs, cellular connectivity was proving to be expensive. Further, there were additional consequences including declines in guest satisfaction and brand reputation. After doing an extensive analysis of their current Wi-Fi network in 2022, it was evident to Brightline that they needed a "more connected, more cost effective, more consistent, sustainable solution that satisfied the diverse needs of their customer base."

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SOLUTION



Brightline Passenger Rail equipped with Starlink

After working with Starlink to deploy the *first ever* Starlink system onboard a train, Brightline deployed their Starlink system across their fleet of 10 trains with incredible results:

70%

Reduction in Collective Cost

50%

Decrease in Onboard Wi-Fi Issues

30%

Increase in Wi-Fi NPS

5%

Overall Increase in NPS

"To our delight, and while streaming, online gaming, making video calls, and more, we uncovered a user experience that ultimately satisfied our collective concerns. Starlink gave us the hope, determination, and drive to commit our fleet to this new technology and most importantly, our guests Wi-Fi connectivity ahead was about to get a whole lot better."

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By cutting out middlemen and hidden costs, Brightline saw a 60% decrease in intangible costs and an 80% decrease on the cost of doing business.

Most importantly, Brightline customers now can get online at “over 100 MBPS consistently and persistently” giving them an unparalleled experience.



“Starlink gave us the new beginning we were looking for. It gave us connectivity we can be proud to share with our guests. It gave us the knowledge we needed to continue to build better train connectivity beyond the satellite itself. It made the transition to Orlando possible. And, most of all, it gave us a new beginning for train enthusiasts to get excited about because it is doable, it is maintainable, it is as exciting as it seems.”

For more information on Starlink Fixed Business or Starlink Maritime, visit starlink.com

To read more on Brightline’s groundbreaking journey in their own words, [click here.](#)