Smarter Information
Smarter Journeys

A Customer View of Programme Delivery

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What is the Smarter Information Programme?

Our vision is “providing customers with all the information they want, when and how they want it”

The ultimate goal is to achieve a sustainable step change in customer satisfaction with the provision of customer information

WHAT IS THE SMARTER INFORMATION PROGRAMME?
• Industry collaborative effort
• Opportunity to fix long-standing issues, including information inconsistencies, technical deficiencies and process inefficiencies
• A programme of activity to enhance all aspects of customer information and put it at the top of the industry agenda

WHAT DOES PROGRAMME SUCCESS LOOK & FEEL LIKE?
• Delivering a collaborative industry plan that responds to known customer pain points and removes duplication
• Enhancing the customer experience, with personalised and real time information
• Measurable impact and benefit to customers and the industry, including Improved Accuracy, Consistency and continuity
• Establishing and increasing industry capability and continuous improvement

WHAT IS THE FUTURE VISION & AMBITION?
• Creating a self-serve and real-time customer offering
• Building a culture of industry change, insight driven decisions and investment for customer information
• The whole network and multi modal working together for the customer
• Customers get answers and resolution first time, every time
• We measure ourselves and are transparent with performance
The compelling case

56% unsatisfied with how information is provided during disruption

44% dissatisfied with how well they are kept informed

Whilst 38% feel they trust the rail industry, it remains one of the least trusted industries (only utility companies and the airline industry scoring lower)

During disruption 43% of customers believe the frequency of updates needs to be improved

Our customers
The top areas important to our customers (outside of performance) are accuracy, consistency, trustworthiness and usefulness of information

Rail travellers are more likely to feel worried, frustrated and stressed compared to a year ago

Sources:
PIDD-20 Key insights Jan to March 2020
RDG NRPS Wavelength P6-P13 (pre-covid)
General Public Rail Perceptions Wave 45 Oct 2020
What our customers will feel?

We will improve the provision of information across all customer touchpoints and enhance the customer experience.

Pre-Trip
Customers alerted of any changes in advance of journeys

Trip Day
Customers are told everything they need about their journey

Pre-Travel
Customers receive real-time information on all smart devices

En Route
Customers updated on any issues with TfL / NR and TOCs in London

At Station
Customers get the assistance they need - first time

On Train
Control can announce accurate delay times based on historical data

Travelling
Consistent information onboard and on travel apps

Connections
Station screens have the relevant information customers want

Destination
If delayed, customers receive confirmation of eligibility for Delay Repay

After
The Industry has systems in place to ensure continual improvement

“I am informed of changes in real-time, no matter where my digital ticket was purchased”

“I have access to the latest information on my journey and have everything in place to self-serve”

“I can easily check station facilities information like the car park full or are the lifts working”

“I am consistently told about disruptions at my station when I am travelling there on the tube”

“I can ask any member of staff for help rather than having to work out which company to go to”

“During any delay, I get accurate information on delay time and my options including alternative routes”

“The information on my phone is the same as on screens and onboard”

“Station screens tell me all I need to know about the service I am joining (facilities, crowding etc)”

“I receive automatic credit for my digital ticket for delays & an explanation”

“My train company publishes how they are performing with customer information”
END