



A Customer View of the Programme

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What do our customers think about how we provide them information?

56% dissatisfied 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

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 experience through the provision of better customer information



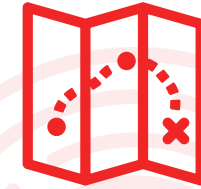
WHAT IS THE SMARTER INFORMATION PROGRAMME?

- 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

Why will it be different this time?

Previous programmes have tried to transform customer information and not been successful; we have taken significant steps to address this:

We know why we are doing this

- We have a **clear mandate** from the reports published by the ORR and RDG in 2019
- We have made a series of commitments to the ORR and they are **holding us to account**
- Everything we are doing is based on **extensive customer research** and insight

We have set it up the right way

- The programme is **cross-industry led**, by RDG, TOCs and NR
- We have identified the **root cause of issues** and set-up a wide range of work packages across **people, process and technology**
- We have a **lean and effective project management approach** that is focused on value rather than reporting

We are clear on the challenges we face and are mitigating risks

- We are clear that in order **to deliver on the mandate we will require funding** and are engaging with the DfT
- Across the many TOCs, owning groups, 3rd party suppliers and retailers and NR Regions and Routes, we are aware of **the need to build a consensus** and are engaging widely accordingly

We are bringing the industry with us

- We have **extensive stakeholder engagement** at a work package level with TOCs, 3rd Party Retailers, Transport Focus, ORR, RDG and NR
- We are **connected in with other industry initiatives** and understand the dependencies
- We are accountable to **multiple industry governance forums** to ensure alignment and control

What will our Customers See?

Key

✓ Delivered

🎯 Funding secured

❓ Unconfirmed scope

🎯 Requires funding

Current pain points*

Achievements so far

2022

2023+

At home

"I am not communicated with in advance of travel"

"Its hard to find all the info I need before travel"

"I can't see the wider benefits of rail"

"I don't understand different ticket types"

"Some operators now inform me if the train I have booked has changed" ✓

"I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages" ✓

"The delay predictions on my phone and at stations are more accurate as they use GPS" ✓ 🎯

"I am always notified if the train I have booked is cancelled or changed" 🎯

"I now only see disruptions that are relevant to me on the National Rail Enquiries bulletin" 🎯

"I am told if the train is likely to run before I buy my ticket" 🎯

"Problems known to the operator are now shown to me further in advance" 🎯

"I can check if the lift or escalator at my station is in service before I travel – if it is out of service, I'm told the best thing to do" 🎯

"The information on station screens is better and more consistent at all stations" 🎯

"More relevant information is shown on the TV/monitor style screens at stations" 🎯

"Real-time updates about station and train facilities are sent to my phone" 🎯

"I can check how many carriages my train has before I travel" 🎯

"I can check what facilities are available at the station and on the train" 🎯

"Digital station screens meet my needs" 🎯

"I hear announcements about my service directly from the control centre" 🎯

"The new National Rail website sets information out really well" 🎯

"Station announcements are better and more consistent" 🎯

"Information onboard is better and more consistent" 🎯

"Staff are well informed and help me work out the best thing to do" 🎯

At stations

"The status of my train is not visible"

"Any delays are not communicated helpfully while I am waiting"

"I am not clear about connections"

"I am not able to manage my schedule whilst waiting"

"The information on station screens is better and more consistent at NR managed stations" ✓ 🎯

"The delay estimates during disruption are more accurate now as it uses AI" ✓ 🎯

"I hear announcements directly from control on some services" ✓ 🎯

"Announcements are more consistent and less repetitive" 🎯

"The information on train crowding is more consistent" 🎯

"I am told at the time of booking if the train is likely to be full" 🎯

"I'm provided with clearer and more consistent guidance on what to do when there is major disruption" 🎯

"I am clear on how I can travel via alternative rail routes if my route is disrupted" 🎯

"I can generally speak to a member of station staff from any company and they will help me" 🎯

"My train company has published customer pledges for the information they will provide" ✓

"Any delays are not communicated helpfully during my journey"

"Staff do not find answers to any questions I have whilst waiting"

Onboard

When speaking to industry staff

How will we deliver this?

Key

Programme Milestones

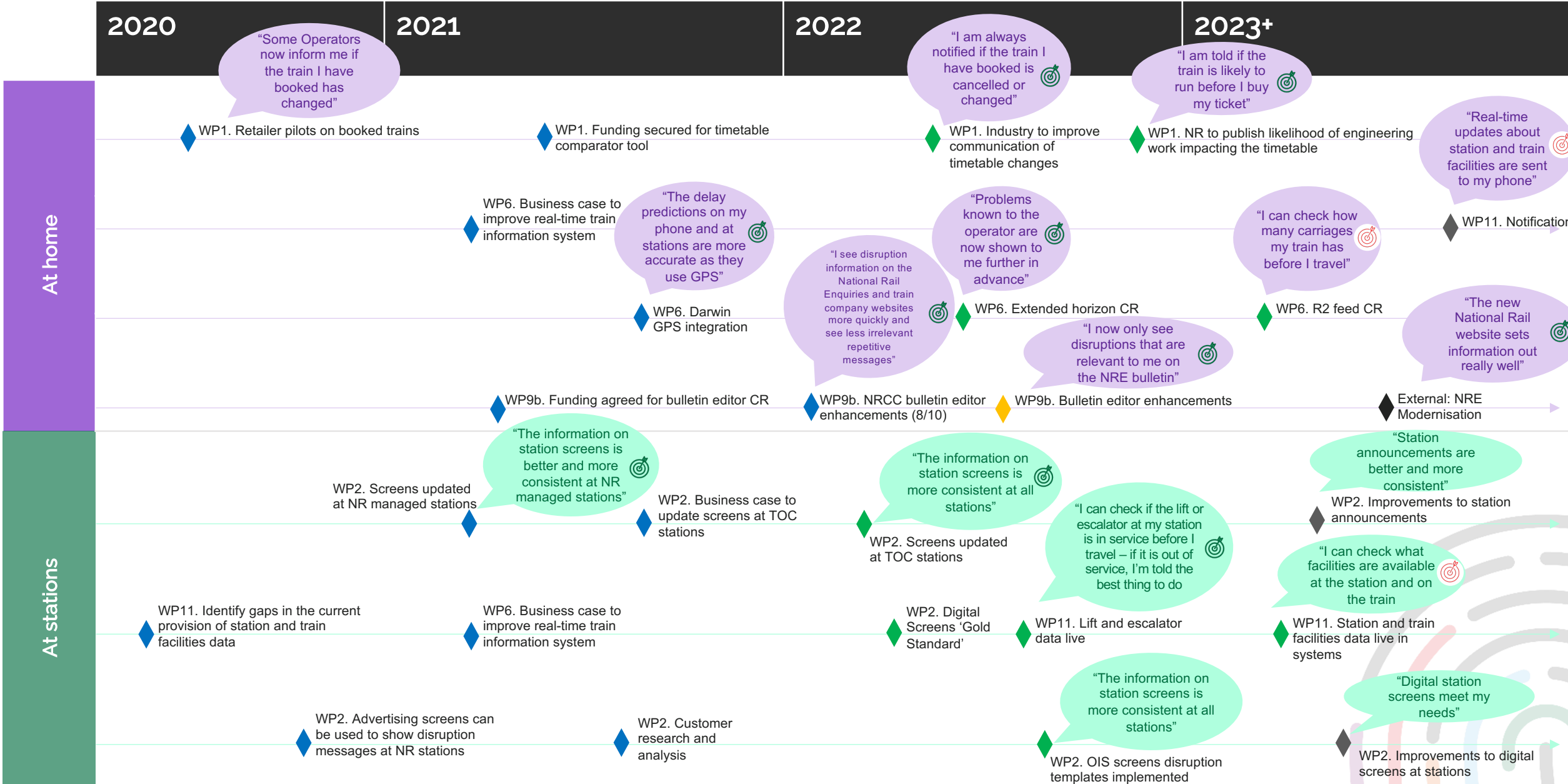
Complete Issues Blocked On track TBC

Requires funding

Funding secured

External Milestones

Customer Statements



How will we deliver this?

Key

Programme Milestones

Complete

Issues

Blocked

On track

TBC

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