

# Smarter Information Smarter Journeys

A Customer View of Programme Delivery

**Version:** 2.0

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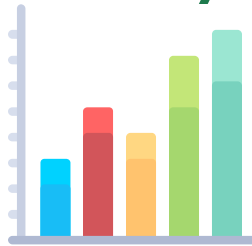


# What do our customers think about how we provide them information?

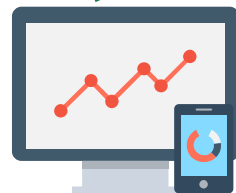
**56%** dissatisfied with how information is provided during disruption



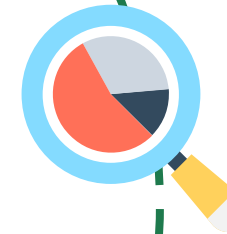
**44%** dissatisfied with how well they are kept informed



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



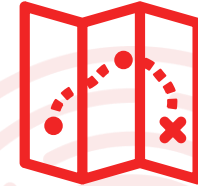
## WHAT IS THE SMARTER INFORMATION PROGRAMME?

- 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

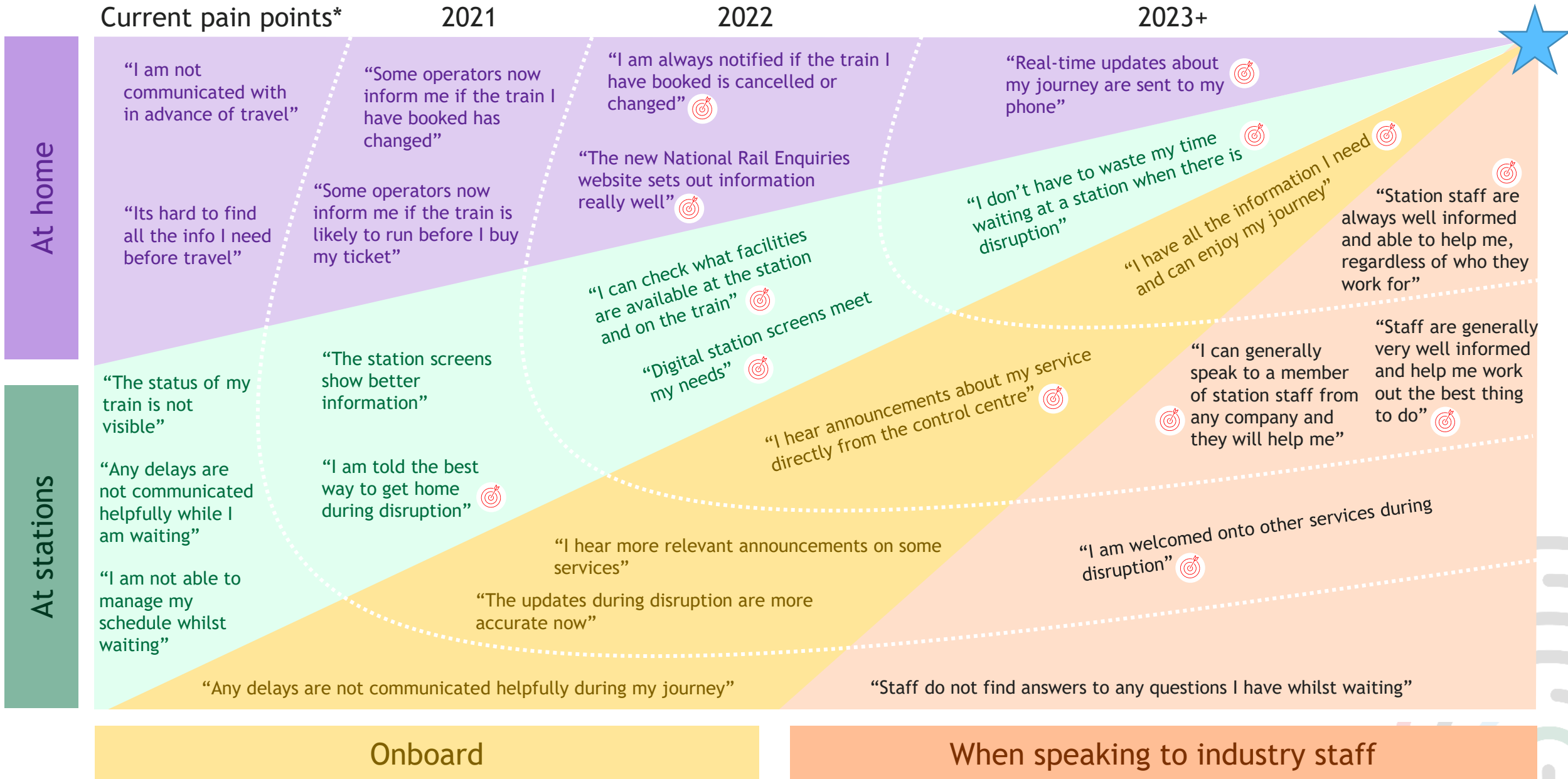
- We are clear that in order **to deliver on the mandate we will require funding** and are engaging with the DfT
- Across the many TOCs, owning groups, 3<sup>rd</sup> party suppliers and retailers and NR Regions and Routes, we are aware of **the need to build a consensus** and are engaging widely accordingly

## We are bringing the industry with us

- We have **extensive stakeholder engagement** at a work package level with TOCs, 3<sup>rd</sup> 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

Key  Requires funding

# What will our customers see?

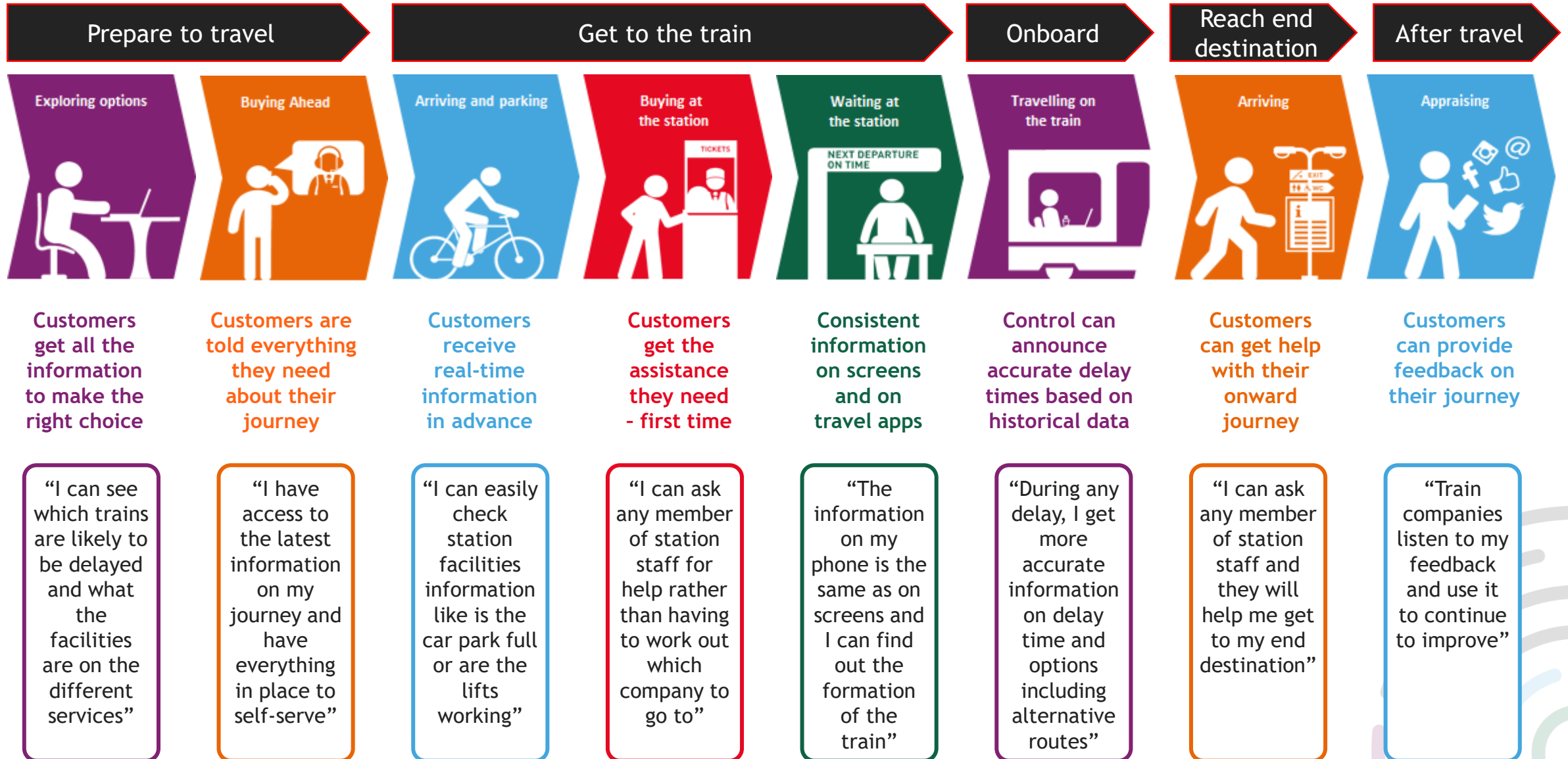


\*Taken from industry Wavelength programme 



# What will our customers feel?

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



# What are we delivering quickly?

Improved information to customers:



At home



At stations



Onboard



When speaking to staff



Across the journey



Arrakis App pilots/rollout at NR managed stations and within TOCs, **making station staff better informed to help customers** ✓

Additional GSM-R terminals delivered to **provide announcements onboard directly from control** (for some TOCs) ✓



Pilot of operational tool (HILDA) to **support better delay estimates, based on data** ✓



The NRCC to run weekly information quality audits across NRE and TOC sites to **improve the quality of data provided to customers** ✓



Feb  
2021



The NRCC to review the Weekly Engineering Circulars (WEC) and place bulletins on services for potential engineering works **help passengers plan better in advance** ✓

**Disruption information clearly visible on advertising screens** during major disruption at NR managed stations ✓



**Email notifications to customers when their journey has changed** live pilot with Caledonian sleepers – plan to extend to others by March (including potentially with Go-ahead) ✓

The NRCC to **assess the information provided on National Rail Enquiries from an accessibility perspective**



Passenger Assist app **to help those that require special assistance at stations**



Improvement to information screens at NR managed stations to **provide more useful information to customers**

Incorporate the lifts and escalator data into the interactive accessibility map on NRE so that **those with accessibility requirements can check the status of those facilities before they travel**



TOCs to provide real time data to help **inform passengers on which train and carriage is most crowded**

Apr  
2021



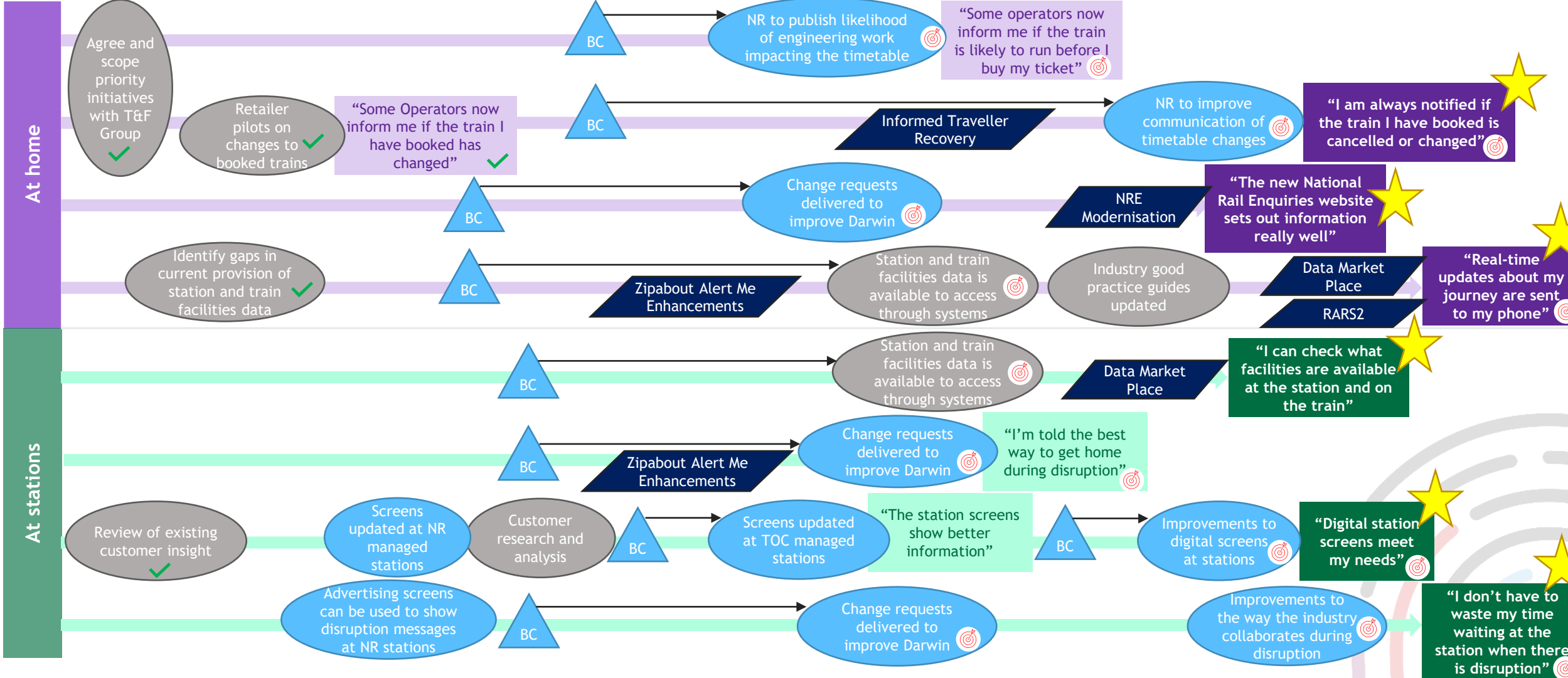
# How will we deliver this?

OFFICIAL

Key

- External programme
- Customer statement
- Business Case (BC)
- Foundational milestone
- Value-driving milestone
- Complete
- Requires funding

	2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	H1 2022	H2 2022	2023+
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