A Customer View of the Programme

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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).

56% dissatisfied with how information is provided during disruption.

44% dissatisfied with how well they are kept informed during disruption.

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

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

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 NPS
- Wavelength PS-F13 (pre-covid)
- General Public Rail Perceptions Wave 45 Oct 2020
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?

**Current pain points**

- "I am not communicated with in advance of travel"
- "It's 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"
- "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 delay predictions on my phone and at stations are more accurate now as they use GPS"
- "The information on station screens is better and more consistent at NR managed stations"
- "Announcements are more consistent and less repetitive"
- "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 delay estimates during disruption are more accurate now as it uses AI"
- "I hear announcements directly from control on some services"
- "Any delays are not communicated helpfully during my journey"
- "I am told at the time of booking if the train is likely to be full"

**Achievements so far**

- "Some operators now inform me if the train I have booked is cancelled or changed"
- "I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages"
- "Problems known to the operator are now shown to me further in advance"
- "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"
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- "I now only see disruptions that are relevant to me on the National Rail Enquiries bulletin"
- "I am always notified if the train I have booked is cancelled or changed"
- "Digital station screens meet my needs"
- "I hear announcements about my service directly from the control centre"
- "I can check how many carriages my train has before I travel"
- "I hear announcements about my service directly from the control centre"
- "I can check how many carriages my train has before I travel"
- "I am clear on how I can travel via alternative rail routes if my route is disrupted"
- "I am told at the time of booking if the train is likely to be full"
- "I can generally speak to a member of station staff from any company and they will help me"
- "I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages"
- "I am provided with clearer and more consistent guidance on what to do when there is major disruption"
- "I can check what facilities are available at the station and on the train"
- "I am told if the train is likely to run before I buy my ticket"
- "The new National Rail website sets information out really well"
- "I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages"
- "I am able to manage my schedule while waiting"
- "I can check 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"
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**How will we deliver this?**

**At home**

- **2020**
  - WP1. Retailer pilots on booked trains
- **2021**
  - WP1. Funding secured for timetable comparator tool
  - WP6. Business case to improve real-time train information system
  - WP9b. Funding agreed for bulletin editor CR
- **2022**
  - WP9b. NRCC bulletin editor enhancements (8/10)
  - WP9b. Bulletin editor enhancements
- **2023+**
  - WP1. Industry to improve communication of timetable changes
  - WP1. NR to publish likelihood of engineering work impacting the timetable
  - WP11. Station and train facilities data live in systems

**At stations**

- **2020**
  - WP11. Identify gaps in the current provision of station and train facilities data
- **2021**
  - WP2. Screens updated at NR managed stations
  - WP6. Business case to improve real-time train information system
  - WP11. Lift and escalator data live
- **2022**
  - WP2. Screens updated at TOC stations
  - WP11. Lift and escalator data live
- **2023+**
  - WP2. Improvements to digital screens at stations
  - WP2. Improvements to digital screens at stations

**Programme Milestones**

- Complete
- Issues
- Blocked
- On track
- TBC
- Requires funding
- Funding secured

**External Milestones**

- Customer Statements
How will we deliver this?

### 2020
- **WP3a. Extra TOC fixed terminals and training materials**
- **WP3b. Business case for onboard announcements improvements**
- **WP4. Rollout of operational tool (HILDA), Prioritised Plan Template and Sussex Service Recovery Tool**
- **WP6. Business case to improve real-time train information system**

### 2021
- **WP7. ERMA agreements for One Team**
- **WP7. High Level One Team Plans for most NR Managed Stations**
- **WP8. Sign-off of pledges at CIG**

### 2022
- **WP3b. Business case to deliver improvements to onboard announcements**
- **WP6. Loading CR**
- **WP7. Delivery of One Team**
- **WP8. Ticket easement improvements**

### 2023+
- **WP3b. Improvements to they way onboard announcements are delivered**
- **WP3a. Group & automatic announcements from TOC controls**
- **WP1. Priority 4 and 5**
- **WP7. Consolidated action plan, following Hitachi, Salisbury and 31st October overhead powerlines incident reviews**

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### Key

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<th>Programme Milestones</th>
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### External Milestones

- **Customer Statements**
  - “I hear announcements directly from control on some services”
  - “I hear announcements about my service directly from the control centre”
  - “Information onboard is better and more consistent”
  - “I can generally speak to a member of station staff from any company and they will help me”
  - “I am clear on how I can travel via alternative rail routes if my route has been disrupted”
  - “Staff are very well informed and help me work out the best thing to do”

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