A Customer View of the Programme

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Author: Richard Sheircliff
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 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 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 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

**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
What will our Customers See?

Current pain points*

At home
- "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"

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"

Onboard
- "Any delays are not communicated helpfully during my journey"

Achievements so far

2022
- "Some operators now inform me if the train I have booked has changed"
- "I can see disruption information on the National Rail Enquiries train company websites more quickly and see less irrelevant repetitive messages"
- "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"
- "Announcements are more consistent and less repetitive"
- "The information on train crowding is more consistent"
- "I’m provided with clearer and more consistent guidance on what to do when there is major disruption"

2023+
- "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"
- "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"
- "Staff do not find answers to any questions I have whilst waiting"

"I am not communicated with in advance of travel"
- "I see disruption information on the National Rail Enquiries bulletin"
- "I now only see disruptions that are relevant to me on the National Rail Enquiries bulletin"
- "Problems known to the operator are now shown to me further in advance"
- "I can check what facilities are available at the station and on the train"
- "I can check how many carriages my train has before I travel"
- "Real-time updates about station and train facilities are sent to my phone"
- "I am told at the time of booking if the train is likely to be full"
- "I am told if the train I am likely to run before I buy my ticket"
- "I hear announcements about my service directly from the control centre"
How will we deliver this?

2020

WP1. Retailer pilots on booked trains

WP6. Business case to improve real-time train information system

WP9b. Funding agreed for bulletin editor CR

WP11. Identify gaps in the current provision of station and train facilities data

WP2. Screens updated at NR managed stations

WP6. Business case to improve real-time train information system

WP11. Lift and escalator data live

WP2. Advertising screens can be used to show disruption messages at NR stations

WP2. Customer research and analysis

WP2. OIS screens disruption templates implemented

2021

WP1. Funding secured for timetable comparator tool

WP6. Darwin GPS integration

WP9b. NRCC bulletin editor enhancements (8/10)

WP11. Lift and escalator data live

WP2. Screens updated at NR managed stations

WP2. Business case to update screens at TOC stations

WP9b. Bulletin editor enhancements

WP11. Station and train facilities data live in systems

WP2. Advertising screens can be used to show disruption messages at NR stations

WP2. Customer research and analysis

WP2. OIS screens disruption templates implemented

2022

WP1. Industry to improve communication of timetable changes

WP6. Extended horizon CR

WP9b. Bulletin editor enhancements

WP11. Lift and escalator data live

WP2. Screens updated at TOC stations

WP2. Business case to update screens at TOC stations

WP11. Station and train facilities data live in systems

WP2. Advertising screens can be used to show disruption messages at NR stations

WP2. Customer research and analysis

WP2. OIS screens disruption templates implemented

2023+

WP1. NR to publish likelihood of engineering work impacting the timetable

WP6. Extended horizon CR

WP9b. Bulletin editor enhancements

WP11. Lift and escalator data live

WP2. Screens updated at TOC stations

WP2. Business case to update screens at TOC stations

WP11. Station and train facilities data live in systems

WP2. Advertising screens can be used to show disruption messages at NR stations

WP2. Customer research and analysis

WP2. OIS screens disruption templates implemented
How will we deliver this?

### Onboard

**WP3a. Extra TOC fixed terminals and training materials**
- "I hear announcements directly from control on some services"*

**WP3b. Business case to deliver improvements to onboard announcements**
- "The delay estimates during disruption are more accurate now as it uses AI"*

**WP3a. Business case for onboard announcements improvements**
- "The information on train crowding is more consistent"

**WP4. Rollout of operational tool (HILDA), Prioritised Plan Template and Sussex Service Recovery Tool**
- "Train crowding is better and more consistent"

**WP6. Business case to improve real-time train information system**
- "My train company has published customer pledges for the information they will provide"

**WP6. Loading CR**
- "I can generally speak to a member of station staff from any company and they will help me"

**WP8. Do not travel improvements**
- "I hear announcements about my service directly from the control centre"

**WP3b. Further improvements**
- "Informatio on onboard is better and more consistent"

### Staff information improvements

**WP7. ERMA agreements for One Team**
- "I am clear on how I can travel via alternative rail routes if my route has been disrupted"

**WP7. High Level One Team Plans for most NR Managed Stations**
- "Staff are very well informed and help me work out the best thing to do"

**WP8. Sign-off of pledges at CIG**
- "I am told at the time of booking if the train is likely to be full"

**WP8. Publication of Customer Pledges**
- "I am clear on how I can travel via alternative rail routes if my route has been disrupted"

**WP12. Industry target customer information experience agreed**
- "I can generally speak to a member of station staff from any company and they will help me"

### When speaking to industry staff

**WP1. Priority 4**
- "I am told at the time of booking if the train is likely to be full"

**WP7. Delivery of One Team**
- "I am clear on how I can travel via alternative rail routes if my route has been disrupted"

**WP12. Industry target customer information experience agreed**
- "I can generally speak to a member of station staff from any company and they will help me"

### Key

- **Complete**: On track
- **Issues**: Requires funding
- **Blocked**: TBC
- **External Milestones**: Funding secured
- **Programme Milestones**: TBC

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*Sabre notation*